

AMERICAN BUILDER

THE WORLD'S LARGEST BUILDING PAPER
ESTABLISHED 1895



A National Home Week Demonstration House

Gatefold Blueprint



The Greatest Merchandising Idea
In Home Building History



Six Unusual Ways
to Use Standard
Garage Doors

Park Forest Shopping
Center Proves Value
of Good Planning

How to Reduce
Lawn Costs to
Less Than Half



the kwikset jig



the kwikset bit



teamwork!



adjustable strike



the kwikset mortiser

kwikset's team of time saving
installation aids cuts costs,
saves money.
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and **unconditionally guaranteed.**

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Now! *Fenestra*
Basement and Utility
Windows are
**AVAILABLE
GALVANIZED**

EXTRA PROTECTION for the tough use these windows get



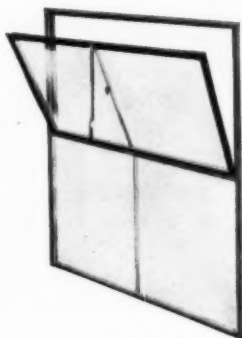
**Fenestra
BASEMENT WINDOW**

Basement windows take a beating constantly. Rain and dirt splash against them. Rot and rust take their toll, often because basement windows are in places that are hard to reach for painting.

Fenestra's* new galvanizing takes this all in stride. In fact, maintenance-painting isn't even necessary. The heavy galvanizing coat, applied by the Hot-Dip process, completely protects the window. And remember, they're made *strong*—of Fenestra rolled steel casement sections.



Fenestra Basement and Utility Windows are proved performers in thousands of houses. See your Fenestra representative, or mail the coupon.



**Fenestra
UTILITY WINDOW**

Here's added durability—in a galvanizing coat that protects the window from conditions which cause rot and rust. In farm service buildings, such as dairy barns where uric acid prevails—in garages, laundries and other buildings where moisture is high—these windows can stand the gaff!

Rugged construction with rolled steel casement sections—Super Galvanizing by Fenestra's own Hot-Dip process. Here's a combination that can't be beat.

©3

Galvanized
Fenestra BASEMENT
AND UTILITY WINDOWS



**WHY Fenestra GALVANIZING
GIVES YOUR HOUSES
MORE SALES APPEAL**

It looks better—right from the start. It overcomes the biggest hazards of basement and utility windows—rot and rust. It helps give houses the "premium" appeal—the something extra—that people want today.



**WHY Fenestra GALVANIZING
IS DIFFERENT—AND BETTER**

Fenestra has the only plant in America especially designed to galvanize steel windows. Fenestra's Super Hot-Dip Galvanizing is done with special tanks, special automatic controls, where everything is geared to give you the most permanent windows made.

It's not "dip and guess"—this galvanizing is *engineered* to make windows that *last*!

**FREE BOOK ON
GALVANIZING**

tells how Fenestra Super Hot-Dip Galvanizing makes Fenestra Windows stay new. Mail the coupon.



Detroit Steel Products Company
Dept. AB-9, 2260 East Grand Blvd.
Detroit 11, Michigan

Please send me:

- ☐ Book on Fenestra Galvanizing
☐ Full information on Fenestra Basement and Utility Windows.

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Rheem Quality will help sell prospects on the **EXTRA VALUE** in the Homes You Build...

You can *prove* that your homes have extra value by giving prospects the finest heating equipment made—a Rheem Gas Furnace and a Rheem Automatic Storage Water Heater. Rheem has helped so many builders sell homes because the quality and economy of all Rheem equipment speaks for the quality and economy of the house itself.

You can *prove* that Rheem Furnaces and Water Heaters are top quality because only Rheem Furnaces are Fire-Tested at the factory—and only Rheem Water Heaters are Pressure-Proved—to assure long, economical and trouble-free home service.

Add these important Rheem selling points to your homes *now* and just watch how Rheem can help you sell your homes.



RHEEM MANUFACTURING COMPANY

General Sales Offices, 570 Lexington Avenue, New York 22, N. Y.

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AMERICAN BUILDER



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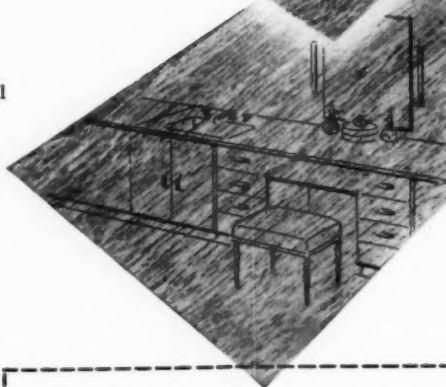
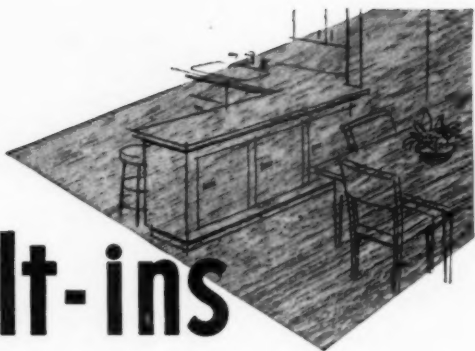
BIG HOME COMFORT

SMALL HOME ECONOMY

Show a home prospect a built-in breakfast bar, china cabinet or vanity and watch his interest rise. If it's constructed of MICARTA®, you have a sales talk about lifetime beauty that withstands scuffing, burning, denting, scarring or chipping. Such features can change a "For Sale" sign into a "Sold" sign. Why? Because you have provided the answer that gives small home economy plus the quality and comfort of a much larger home.

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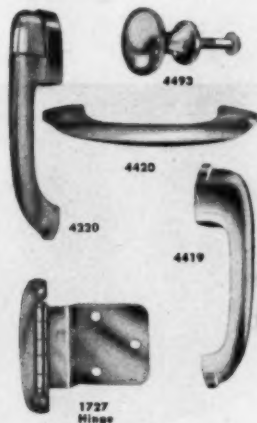
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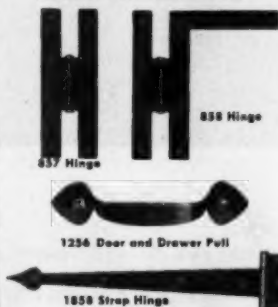
CHROME



BRASS



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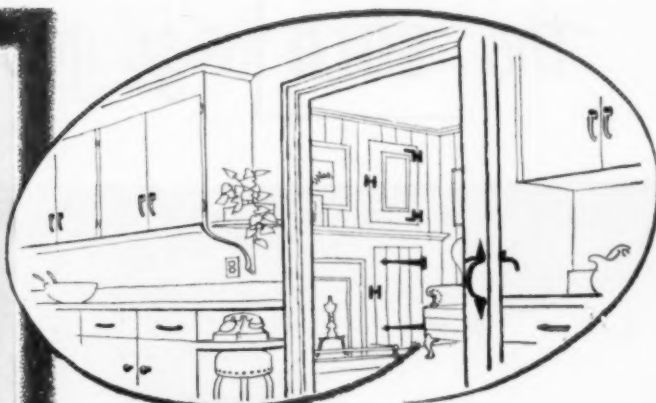


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STEEL STRAPPING • STEEL

SEPTEMBER 1952



Selling features
you can use in every
house you build . . .

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Make the most of the features that *make houses sell*. Ample cabinet space, for example. Call clients' attention to the fact that you have used Stanley Cabinet Hardware throughout the house. That the hardware in each room *matches*, yet is different from room to room.

You can achieve this refreshing variety, plus uniform quality, with Stanley Cabinet Hardware. Stanley offers a new, wider range of styles—in brilliant chrome, rich brass, and black ornamental—to go with the rooms you plan, that will attract home buyers.

Nationally Advertised

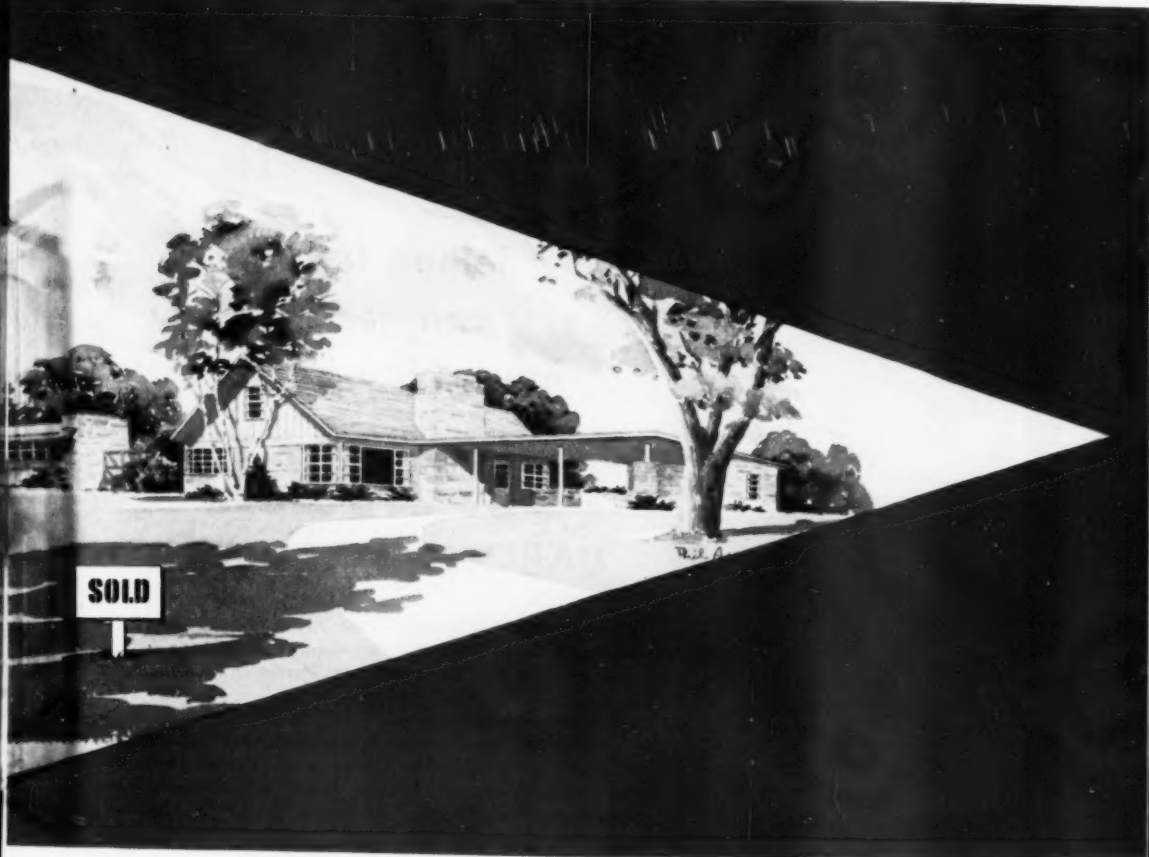
People are familiar with Stanley styling. They see America's smartest cabinet hardware advertised in *The Saturday Evening Post*, *Better Homes & Gardens*, and *Sunset Magazine*. When they see it in your new homes, it's an indication of a better house for the money!



THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT

Look for Stanley Cabinet Hardware displayed at your dealer's.
See why people are sold on the Stanley line.

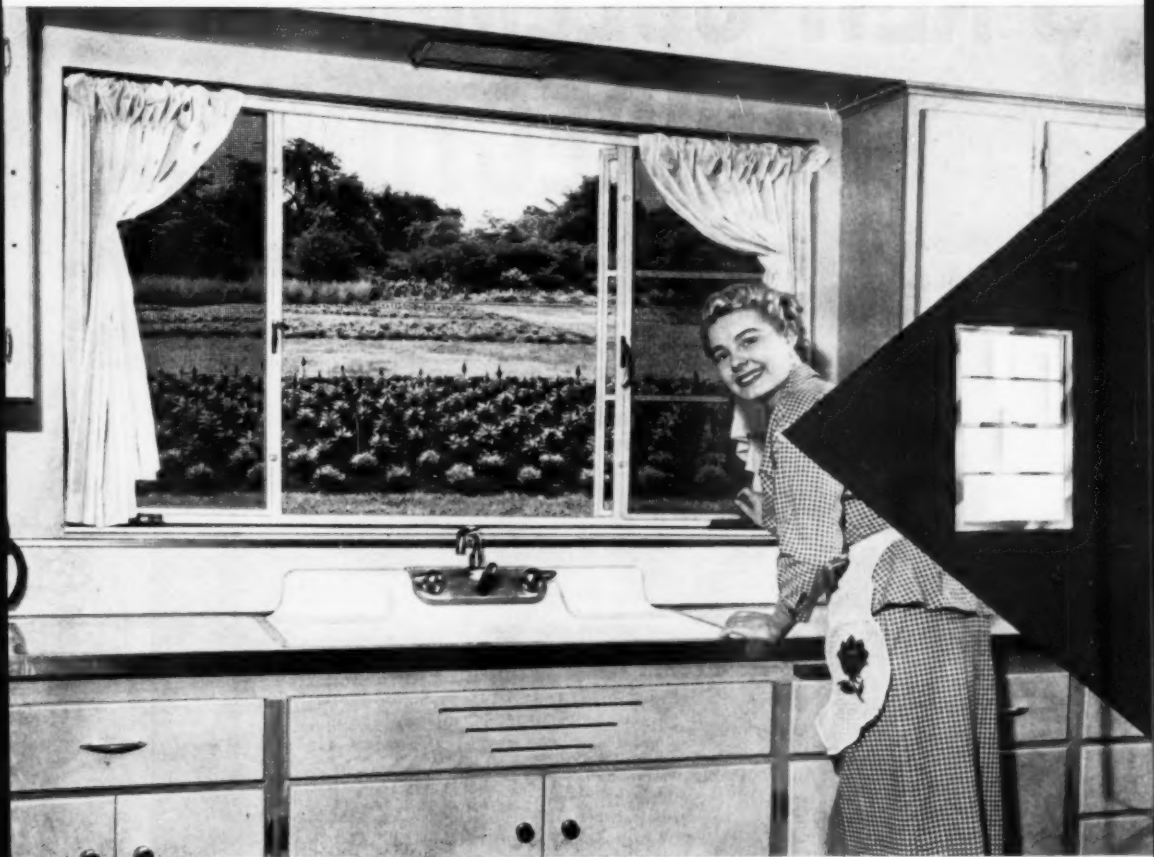
the **SOLD** sign goes up quicker...



One of the **easiest** ways to sell a home **quicker** is to give the buyer what he wants... Builders everywhere say homes with metal windows sell faster because home-owners prefer metal windows over any other type... A recent study here at Ceko substantiates what builders believe... what they know to be true of customer preference. Both builder and buyer said they prefer Ceko

metal windows, because they are easy to clean and maintain, won't rust, warp, stick or swell and are truly better looking... Slender muntins mean more light gets in... more view, too... We believe it is significant that our study showed twice as many home-owners selected metal windows in the planning stage as chose a competing product... Yes, it's evident the swing is to metal

on homes with metal windows



Ceco Steel Residence Casements and Picture Window

Ceco-Sterling Double-Hung Aluminum Window
Series 50-B for residences

windows... that is why we feature Ceco-Sterling Double-Hung Aluminum Windows and Ceco Metal Casements. If you are a builder who hasn't featured metal windows in your homes, let us tell you more about how you can sell more homes by giving people what they want... Ceco-Sterling Double-Hung Aluminum Windows and Ceco Metal Casements.



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Another heating revolution...

5 NEW COLEMAN GAS

with DIRECTIONAIR

for greater comfort



Economizer
saves heat
that is
usually wasted
up chimneys.



Blower is
mounted atop
wall heater.
It blends room
air with
heated furnace
air discharged
from grille
here.

Coleman meets the cost challenge with 5 improved Gas Wall Heaters from 25,000 to 55,000 BTU input — with a long list of improvements made to order for quick installation, bigger warm air flow and complete floor-level comfort in small and medium-priced homes.

Revolutionary Directionair Blower and Economizer are exclusive Coleman features to make your heating installation more efficient and more attractive to home buyers.

Now you get bigger heat production from small units complete in the wall. Inner casing is only 13 $\frac{5}{8}$ " wide and 57 $\frac{3}{8}$ " high, with depth to fit standard 2" x 4". All models fit same stud space. Extend out only 4" from the wall and save living space. No basement, no air ducts needed, no excavating. Ideal for all small construction—homes, apartments, upstairs or basement rooms; motels.

Bright beauties with quick customer appeal, with casings drawn from a single sheet. Rounded edges repel dust. Smooth luxurious finish cleans with a swish. Models for LP-Gas, too, AGA approved. Send for details today. The Coleman Company, Inc., Wichita 1, Kansas.

4 Single Wall Models

25,000 and 35,000 BTU input



Directionair Blower optional on all models. Economizer optional on 25,000 BTU models; standard on 35,000 BTU models. Rear register on a 25,000 and a 35,000 BTU model.

The maker of *Blend-Air* presents revolutionary low-cost wall heaters that are complete units—new features—versatile, flexible—with 22 applications to sell homes faster

SEE OUR CATALOG IN SWEET'S FILE FOR BUILDERS

AMERICAN BUILDER

Coleman sets it off!

WALL HEATERS

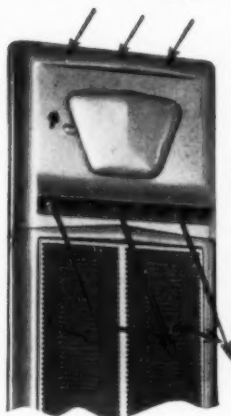
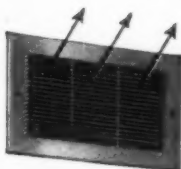
BLOWER (optional)

in small homes

1 Dual Wall Model
55,000 BTU input



Heats two adjoining rooms at same time. Directional Damper controlled from one room delivers up to 75% of heat into either room. Directionair Blower optional. Economizer standard.



Comfort costs so little with a

America's
leader in
home heating

Coleman®

ALL EQUIPMENT AGA APPROVED

NEW HIGH HEATING EFFICIENCY
Greater Warm Air Circulation—Warmer Floors

LOOK AT THESE SPECIAL COLEMAN FEATURES:

CERAMIC COATED COMBUSTION CHAMBER
with washboard corrugated walls.

PRESSED STEEL BURNER with stainless steel rick-rack.

AUTOMATIC CONTROLS with 100% Safety Pilot.

LARGER GRILLE AT BOTTOM
increases warm air circulation.



NEW ECONOMIZER PUTS MORE HEAT INTO ROOM

It's a register that fits in wall above heater — prevents waste of heat up the chimney; helps cut fuel costs. When the Directionair Blower is in use, ceiling air flows through Economizer, thus helping to increase circulation.

NEW DIRECTIONAIR BLOWER INCREASES WARM FLOOR COMFORT

Attach any time—no cutting, no installing problem. It pulls room air from ceiling and blends it with the heated air, then puts the blended warm air down at floor level. Doubles warm air circulation. Keeps air moving — not standing still and static — keeps the low living zone fresh and comfortable. Operates at 3 speeds, adjustable. Automatic temperature controls, optional.

REAR GRILLE: Some models have additional rear grille that puts 20% of heat into another adjoining room. Takes off the chill — makes single wall heater give dual-wall convenience.

THE COLEMAN COMPANY, INC.
Dept. AB-553, Wichita 1, Kansas

Please send complete information on the new
Coleman Gas Wall Heaters.

Name

Address

City State

No matter how big or small your home, there's a Coleman to heat it better

FREE



Humphrey & Hardenbergh, Inc., Architects

**BRIGHTEN THAT
IMPORTANT CORNER with ...**

ANDERSEN
*Windowalls**



PATTERN OF SUNSHINE on the floor... pattern of nature's beauty framed on the walls... these are but two of the important rewards planned for the home owner when the architect specified this corner WINDOWALL of Andersen Gliding Windows. There are

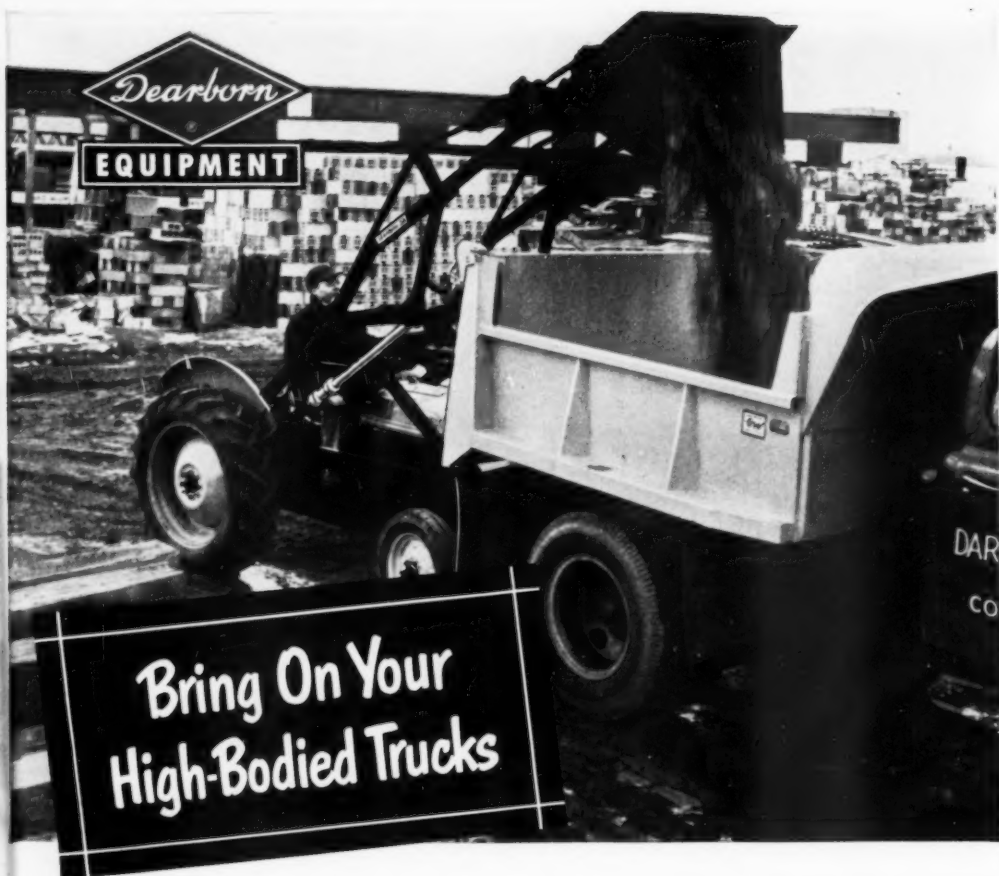
others—picture window effect, but with windows that glide easily open. Plenty of fresh air, when desired, but a weathertight wall against cold or storms. Effective both as windows and as walls—these are Andersen WINDOWALLS.

*TRADEMARK OF ANDERSEN CORPORATION

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FAMOUS FOR COMPLETE WOOD WINDOW UNITS

For specification data, see your millwork dealer, Sweet's Builders' file or write Andersen Corporation.

- • • • •
- Sell Andersen WINDOWALLS For Remodeling Profits
- Use WINDOWALLS for porch enclosures. For extra rooms. For attic dormers. For modernizing kitchens.
- • • • •



..new Dearborn Industrial Loader loads 'em!

Yes, bring on the high-bodied trucks—high storage bins—high-sided gondola cars! The new Dearborn Industrial Loader can put its full load up there!

With its extra long, rigidly braced tubular arms, 9 cubic foot bucket and 1000 pound lifting capacity, this new Dearborn Loader can lift and dump its load at any height from ground level up to 10 feet 8 inches.

This loader is strongly built for its job of high lifting heavy loads of sand, coal, bags of cement—all types of material, and is actuated by a pump mounted directly on the Ford Tractor. Two

hydraulic cylinders control the bucket, stabilize and smooth its actions.

The Ford Tractor's hydraulic mechanism is thus left free to control blades, scoops and other tools, even during loader operation.

Simple to Operate Because it has simple controls, this loader can be easily handled by any of your operators—to keep work moving on schedule. Get acquainted with the Dearborn Industrial Loader's remarkable advantages. See your nearby Ford Tractor dealer.



DEARBORN MOTORS CORPORATION

Birmingham, Michigan

National Marketing Organization for the Ford Tractor and Dearborn Equipment

HOME BUILDERS

ARE USING **DRIVE-IT**



Home builders have taken a cue from heavy construction using Drive-It powder power fastening tools. They find Drive-It is money, time and effort saving when fastening to concrete or steel. Sleepers are anchored by driving hardened steel pins into the concrete slab. This is only one of the many fastening jobs Drive-It does efficiently and economically.

split-second fastening to **concrete steel**

Drive-It uses a small powder load to drive hardened steel pins into concrete or steel. No power lines! No drilling!



DRIVE-IT is the only powder-actuated tool approved by Underwriters' Laboratory.



DRIVE-IT cannot be discharged accidentally due to the push and turn sequence. This, plus the large safety pad makes **DRIVE-IT** triple safe.



Exclusive Automatic Barrel Extension for fastenings inside junction boxes or other recesses.



DRIVE-IT is the only powder-actuated tool which requires but one standard power load regardless of penetration desired.



Exclusive Swivel Safety Pad easily rotated for getting into close quarter work.

DRIVE-IT "300", lowest cost fastening tool. Low original cost and low operating cost.



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Canada: Ammo Power Tool Co., Ltd.
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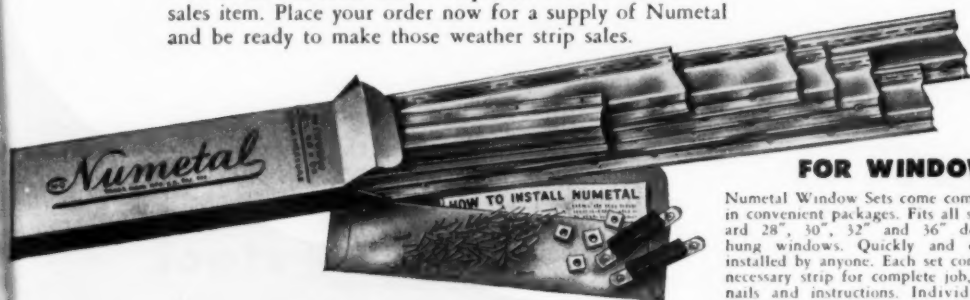
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☐ I want a FREE demonstration of **DRIVE-IT**.

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Street _____
City _____ State _____

For 30 Years America's



An old friend, and a leader in weather strip sales for 30 years. Conveniently packaged in sets for windows or doors in individual cartons. A perfect over-the-counter sales item. Place your order now for a supply of Numetal and be ready to make those weather strip sales.



FOR WINDOWS

Numetal Window Sets come complete in convenient packages. Fits all standard 28", 30", 32" and 36" double hung windows. Quickly and easily installed by anyone. Each set contains necessary strip for complete job, plus nails and instructions. Individually packaged — ready to hand customer!

Nu-WAY WEATHER STRIP Easiest in the world to put on

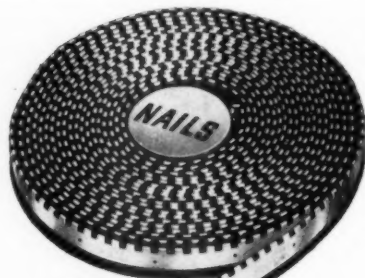
Any clerk, regardless of experience, can sell Nu-Way Weather Strip! That's because any customer can put it on quickly and easily.

Nu-Way works perfectly on most any type window, storm-sash or door. Made of moth-proof, pre-shrunk, color-fast wool felt and white metal.

Yes, Nu-Way keeps out cold — saves fuel. And sells at a low price that really brings in sales!



This colorful, attractive display carton really sells the goods! Contains one individual 18 ft. roll of Nu-WAY, with sufficient nails and instructions for easy installing. Stock up today!



Mac says "Be prepared for COLD WEATHER SALES!"

ORDER NOW — your order will be shipped same day received

Leading *WEATHER STRIPS!*

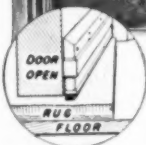
FOR DOORS

Numetal Weather Strip comes in handy sets for almost all standard doors. Available with regular stainless steel and felt door bottom strip, or with threshold and exposed hook. Easily installed—no special skill or tools needed. Comes complete. All ready to install.



Nu GARD Automatic DOOR BOTTOM & DRAFT ELIMINATOR

Show customers how it works, and this automatic door bottom sells itself. It's the perfect answer for all drafty doors — inside or outside! Completely solves the old problem of clearing rug or carpet every time door opens. Nu-GARD is beautifully designed with smart, silvery-satin finish and easily installed. Will not rust or tarnish. Furnished in 28", 32", 36", 42" and 48" lengths. May be shortened approximately 2". Packed in individual cartons.



UP
automatically
when door
opens
Felt bottom
raises to clear
carpets and rugs.



DOWN
snugly when
door closes
Thick felt
bottom now
hugs floor to
seal out drafts,
noises, odors.

Numetal DOOR BOTTOM STRIP



Here's a fast-selling weatherproof item that is tops in the field! Made of thick, wool felt and heavy gauge stainless steel. Furnished in standard lengths — 28", 30", 32", 36", 42" and 48" — packed 1/2 dozen same length to carton. Also furnished in special lengths.

**MACKLANBURG
DUNCAN CO.**
MANUFACTURERS OF

**QUALITY
BUILDING
SPECIALTIES**

**MACKLANBURG
DUNCAN CO.**

OKLAHOMA CITY, OKLAHOMA

NEW!

Bruce LAMINATED Oak Blocks

FOR EASY, TROUBLE-FREE INSTALLATION OVER CONCRETE SUBFLOORS

SELECTED OAK for beauty and durability

BLOCK PATTERN for modern style

SCIENTIFIC LAMINATION for stability and moisture resistance

FACTORY FINISH for long wear and easy upkeep

Now it is more practical and economical than ever before to use hardwood floors in homes and buildings with concrete slab construction. Bruce has developed this new Laminated Oak Block that minimizes all warping and dimensional changes . . . permits easy, foolproof installation in mastic over concrete. No allowance for expansion is required.

Many new floor coverings have been introduced for use over concrete, but none has ever matched the warm, natural beauty or the lifetime durability of oak. Bruce Laminated Oak Blocks also provide a modern parquet design that is so effective in room decoration. The superior factory-applied finish saves time and money on the job . . . satisfies owners completely.



Mail coupon below for literature on new Laminated Oak Blocks.
E. L. BRUCE CO., Memphis 1, Tenn.



Looks easy . . . and is easy! Blocks, with interlocking tongues and grooves, are installed over concrete slab in an adhesive (Everbond Mastic). No membrane-waterproofing required except where hydrostatic pressure may exist. No expansion joints or spaces needed.

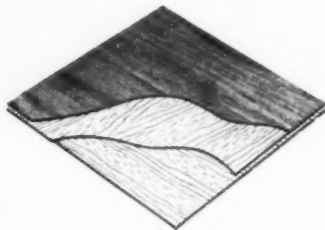
MAIL FOR LITERATURE

E. L. BRUCE CO., BOX 397,
MEMPHIS 1, TENN.

Send complete data on Bruce
Laminated Oak Blocks to:

Name

Address



FEATURES:

- Three plies—all oak to equalize stress
- Laminated under heat and pressure with moisture-resistant glue
- Practically warp-proof—blocks remain flat and square
- Packed in cartons for protection in storage and handling
- ½ in. thick—9 in. square
- One grade only—all faces practically clear



There is a New Building Market

A SOUTH African visitor to Chicago recently expressed amazement at the contrasts the city offers in housing. He noted everything from modern palaces to "pig sties," and ascribed the latter to the fact that the city has been so busy growing that it has had no time to concern itself with the problem of decay. Given time to visit other cities, larger and smaller than Chicago, the South African would have noted the same condition. It is one of which all Americans are acutely aware, and about which most of us express concern. With few exceptions, however, all we have done is express concern. It is now apparent that public housing and federal grants for slum clearance and rehabilitation are not the answer.

There is, however, an answer, and there is an economic as well as a social reason to formulate and apply the answer. Until ten years ago there were no private agencies in existence capable of handling the problem in our cities. Now there are more than 200 local chapters of NAHB. Each of these has performed yeoman service to home builders and the public in handling the vexing problems of the postwar housing shortage, and at the same time fighting off the threat of socialized housing. With the growing decline in need, a decline that can be expected to continue for several years, it now becomes necessary for these NAHB chapters to concern themselves, in the interest of their members and the public, with the development of a new market for home building. If this is not done the industry will find itself in serious trouble. The new market is at

hand, and with shortages in veteran and low cost housing taken care of, local NAHB chapters may and must convert concern about sub-standard housing in action to correct it.

The same can be said for the regional retail lumbermen's associations, whose members serve principally the rural areas as housing headquarters. There are rural and farm slums as well as urban slums. While the dealer associations have been in existence for more than 50 years, they, like the more recently organized builders' associations, have had to be more immediately concerned with growth rather than redevelopment.

Now we have the condition of a home building industry geared to produce about one and one-quarter million new housing units a year, and a need market for the next several years of not more than about 800,000 units. Excellent salesmanship might create demand for another 100,000, but that still leaves a gap of 350,000 between total market and production potential. The gap easily can be bridged if organized home builders and retailers will take the Brockbank program as outlined in the July issue of *American Builder*, use it as a basis for procedure, and in close cooperation with local civic officials, develop a new and vast redevelopment and remodeling market. Here is one of the greatest opportunities ever offered any industry for both profit and public service. There need be no slump in the market for building materials and services in the five years ahead if the opportunity is recognized, and organized builders and retailers approach it intelligently.

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AB Washington News Letter

For the Light Construction Industry

A special service for American Builder readers. The latest Washington developments affecting the light construction industry assembled by special Washington correspondent and sent by wire to be printed and bound in your American Builder at the last minute before it is mailed. A regular monthly feature.

Washington, August 22, 1952

▶ **REGULATION X CONTROLS** on housing credit probably will be lifted late in September. Government spokesmen are confident that "adjusted" housing starts in the June-August period will be below the 1,200,000-per-year rate.

▶ **STARTS IN JUNE** were an estimated 10 per cent below the required rate. The Defense Production Act provides that if the number of homes started during any three consecutive months is below a seasonally adjusted annual rate of 1,200,000 units, then the President shall initiate a period of "credit control relaxation."

▶ **DURING A PERIOD** of "credit control relaxation," government credit rules cannot require downpayments in excess of five per cent of the transaction price. This would, in effect, bring an end to controls over mortgage credit — something home-builders have been seeking for many months.

▶ **SEASONALLY ADJUSTED** annual rate of housing starts in June was 1,063,000 and in July was 1,088,000, the Bureau of Labor Statistics reported. For both months the adjusted annual rate was below the 1,200,000. If this situation prevails in August, Regulation X will end not later than October 1.

▶ **THE BUREAU OF LABOR STATISTICS** has the job of estimating the rate of housing starts on which credit controls will be based. The Federal Reserve Board and HHFA will jointly announce the beginning, or termination, of a period of relaxed credit control.

▶ **JULY HOUSING** starts were estimated at 104,000 by the Bureau of Labor Statistics. This figure includes 102,400 private and 1,600 public units. The Bureau also revised the April housing starts figure downward from 108,000 to 106,200.

▶ **THE ADMINISTRATION** is not at all pleased over the way Congress weakened its authority over real estate credit. President Truman advised Congress in his mid-year Economic Report that power to regulate mortgage credit "should be restored as soon as it is feasible . . . to do so." The President said authority to control this credit is "essential" if the stabilization program is to succeed.

▶ **CREDIT CONTROLS** on commercial construction may also be lifted by the Federal Reserve Board. The Defense Production Act has no mandatory provisions on this type construction, but many expect the reserve board to let up on commercial building credit when it relaxes controls on new residential structures.

▶ **FNMA** is ready to begin issuing advance commitments to buy FHA-insured and VA-guaranteed mortgages covering defense, military and disaster housing. The agency will also purchase such mortgages over-the-counter.

▶ **AUTHORITY FOR FNMA** to make advance commitments expires June 30, 1953. The agency has \$1,152,000,000 of advance commitment authority, of which \$252,000,000 has already been committed. The remaining \$900,000,000 was added by recent legislation.

▶ **THIS NEW AUTHORITY** for advance commitments is expected to speed up defense housing by facilitating the flow of mortgage money for such housing. Builders have complained loudly that a mortgage money shortage has been the real bottleneck for defense housing.

▶ **RESULTS OF THE LONG STEEL STRIKE** will be felt throughout the remainder of this year. Henry H. Fowler, administrator of NPA, thinks it may be April 1, 1953, before the steel supply is back where it was before the strike began. Tight controls on steel will continue.

▶ **SELF-AUTHORIZATION** of steel for home construction is still permitted. No further relaxation in present quotas is expected before January. Nevertheless, some industry spokesmen are of the opinion that the anticipated steel shortage will not hold up housing and other light construction.

- ▶ BUILDERS CAN SELF-AUTHORIZE 2,300 pounds of carbon steel (no structural) for each dwelling unit with a steel water distribution system. If copper water pipe is used, a builder is limited to 1,950 pounds of carbon steel (and no structural).
- ▶ NPA HAS INCREASED the amounts of copper and aluminum which may be self-certified for most types of construction. The agency also revoked its order M-74. This order, among other things, prohibited manufacturers from using copper to make downspouts and gutters, ornamental metal work, unit heaters, gratings, drains and similar products.
- ▶ M-100, THE HOUSING REGULATION, has been changed as follows: For houses with steel water distribution systems, builders may now self-authorize 275 pounds of aluminum and 200 pounds of copper and copper-base alloys per dwelling unit. For houses with copper water distribution, a builder may self-certify 275 pounds of aluminum and 400 pounds of copper and copper-base alloys. These changes become effective August 4.
- ▶ OTHER MODIFICATIONS permit an additional 200 pounds of copper per unit if a forced hot water heating system is used. If a radiant heating system is installed, a builder may use an additional 500 pounds of copper.
- ▶ UP TO 50 PER CENT of the copper and aluminum permitted for new construction can be self-certified for use in alterations, additions or extensions to existing dwelling units. Also, NPA has revoked Section 5 of housing order M-100. This section prohibited the use of copper for decorative purposes and in gutters, downspouts and the like, when fabricated on the job site.
- ▶ SMALL COMMERCIAL CONSTRUCTION, in which self-certification is permitted, shares in the more liberal quotas of copper and aluminum. Self-authorization of 2,000 pounds of aluminum and 1,000 pounds of copper per project per quarter is now permitted. This compares with the previous limit of 1,000 pounds of aluminum and 750 pounds of copper.
- ▶ STEEL THAT CAN BE SELF-AUTHORIZED for commercial construction remains unchanged, i.e., five tons of carbon steel per project per quarter including up to two tons of structural but no wide-flange beam sections or columns.
- ▶ NO SELF-AUTHORIZATION is permitted for recreational and amusement projects. Plans to allow limited self-certification for this type construction were dropped as the steel strike developed — and such plans probably won't be revived before next January. The only let-up to date is one which permits the use of aluminum as a conductor of electric current in recreational and amusement construction.
- ▶ MULTI-UNIT DWELLINGS, such as apartment houses, are not affected by the increased self-certification quotas of copper and aluminum. Family housing larger than four-unit size is constructed by permit rather than by self-certification.
- ▶ NINE CATEGORIES of "small business" (eight employees or fewer) remain subject to wage and salary controls, despite an "exemption" in the Defense Production Act. Included among the nine are "enterprises in the building and construction industry."
- ▶ CONGRESS ADDED the "small business" exemption when it extended the Defense Production Act. But it added this loophole: The President may exclude certain types of business or occupations if their exemption from control would be "unstabilizing" with respect to wages or manpower. This is what caught the "building and construction industry."
- ▶ BUILDERS WILL BE ALLOWED to pay "premium" wage rates to key employees if the new Wage Stabilization Board adopts recommendations of its predecessor. Before going out of business on July 29, the old board recommended that builders be allowed to follow the historic pattern of incentive pay and premium rates for employees with "special qualifications" or "special responsibilities." This recommendation, which was backed by home builders, is subject to approval by the new board.
- ▶ WAGES OF UNION WORKERS in construction increased 2.6 per cent in the second quarter of this year, the Bureau of Labor Statistics reported. The wage scale of unionized building trades workers averaged \$2.54 per hour as of July 1, the bureau estimated. This is a 23 per cent increase since the Korean war started.
- ▶ HUGH ASKEW of Oklahoma City has been appointed assistant commissioner of FHA in charge of field operations. Mr. Askew, with the agency for 17 years, will direct FHA's 137 field offices. He succeeds Herbert C. Redman, who is entering private industry.

TRENDS *in the Building Field*

There's Profit in Remodeling

DURING the last five years the public has spent an average of \$8.3 billion each year for new dwelling units and \$867 million for additions and alterations to residential units. This is about ten dollars spent for remodeling for each hundred dollars of new residential construction. The remodeling market offers opportunities in the next few years for an even greater volume of business for builders, at a good profit.

The problem of large numbers of poorly arranged, inadequate, run-down houses has always been with us. A brief tour of any community will show dozens and hundreds of them. At the same time the public is becoming better educated and demands higher living standards.

This is proved by the fact that half a dozen national magazines concerned with house decoration and improvement number subscribers in the millions. Adding fuel to the fire is a recent "Consumer Report" which is a buying guide for hundreds of thousands of home owners and prospective home buyers. The Report contains a 20-page article on "Faults To Look For In Buying An Old House."

THE FAULTS ENUMERATED range all the way from stairs that are too steep, through poorly arranged kitchens, rotting window sills, and evidence of inadequate insulation. The public is advised to spend at least an hour and a half measuring and probing with yardstick and knife before buying an old house.

This will prompt home owners to eliminate the faults in their houses before offering them for sale. It will breed sharp home buyers who will carefully examine old houses, as well as new ones, before buying. Under the provisions of open-end mortgages, financing for additions and alterations can be easily and economically arranged.

The only reason that more of this business is not done, is that there are few builders who actively promote it. There are few who are prepared to offer constructive advice on the overall problems which confront the home owner in bringing his house up to par.

THE OPPORTUNITY FOR BUILDERS who specialize in re-

modeling service is even greater now because of the fact that the population of the United States is on the move at the fastest pace in history. A recent Census Bureau report shows that 31 million people moved to different houses in a one-year period. This means that one out of five families is likely to move in a single year. It is estimated that only about 30 percent of families are permanently moored to one place. The rest will most likely move within a ten-year period.

An owner who wants to sell a house with numerous faults is faced with having it on the market for a long time and getting hundreds or even thousands of dollars less for it than he would if it were in better condition. The new buyer of an old house with numerous faults is a logical prospect for a program of rehabilitation and modernization.

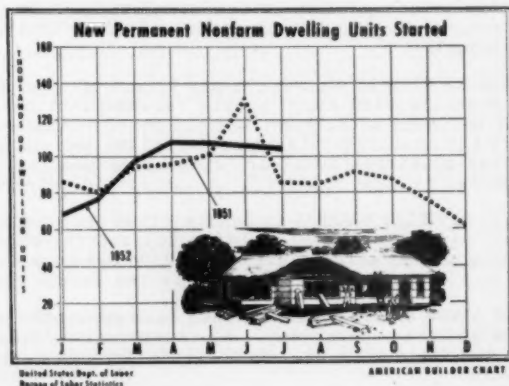
Remodeling needs to be aggressively sold because it competes for the consumer's dollar with a great variety of desirable items—automobiles, house furnishings, television, vacation trips, and others.

ANOTHER OPPORTUNITY for remodeling exists in the conversion of large dwelling units into two or more smaller units. Although no one knows exactly how many conversions are made each year, a Housing and Home Finance Agency survey shows that it is possible that

the rate is running from 200,000 to 300,000 units per year. That means that for each 100 new dwelling units built, possibly 20 or 30 more are added to the supply through conversions. In Baltimore and Norfolk, the cities surveyed, it was found that one out of each 200 dwelling units has been converted into smaller units in each of the last three years. The average cost per converted dwelling unit was \$1,200 in Baltimore and \$1,000 in Norfolk.

HHFA reasons that the conversion rate may be about the same in other newer fast growing areas, such as Los Angeles and Dallas, which have a much smaller proportion of older houses than the survey cities. This is due to the pressure of housing demand and the fact that low-income buyers of new houses in these newer communities may have found it necessary to augment their incomes by subdividing their living quarters.

ACE IN THE HOLE. Remodeling is the builder's ace in the hole. Marriages have decreased 39 percent from the peak of five years ago. A drop in real estate activity usually follows a drop in the marriage rate. It is therefore expected that there will be some lessening in demand for new houses in the next few years. Families who are not able to afford a new home may prove a valuable source of modernization business.



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PANEL DISCUSSION

California Architects Use Plywood Shear Walls

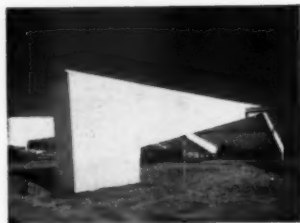


Architects Smith and Williams, Pasadena, Calif., are making use of plywood shear walls in many of their current homes to permit use of large glass areas on exterior walls. Box-girder type shear walls compensate for loss of rigidity and also permit great freedom in placement of nonbearing interior partitions.

The shear walls are carefully engineered to handle the wind and seismic loads which might be encountered. Calculations are based on the weight of the house, exterior surface area and floor area. Studs 2x4, 2x3 and 1x3 are used depending on strength requirements. According to the architects, plywood is the only material which can be used satisfactorily with such small studding. In the photo above, shear wall is at right; it is the only one in this particular home which uses 2x4 studding.

Where the shear wall is on the inside, 3/4" PlyPanel grade plywood is generally used. Exterior plywood is used for the occasional short shear wall that is on an outside wall. Nailing is important and proper nail placement must be calculated; usually it is on six-inch centers. For additional information on shear walls and other plywood use-data, write Douglas Fir Plywood Association, Tacoma, Wash.

Plywood Shapes Unusual Concrete Roof Frames



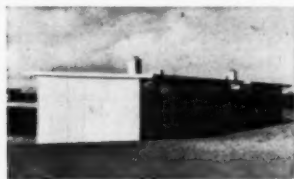
Plywood-formed concrete frames were used to replace conventional posts and roof trusses to achieve an unusual degree of interior flexibility in the Fred Meyers Burlingame Shopping Center Building, Portland, Oregon. Photo shows frames viewed from roof; vertical haunches project down through the roof to ground. Trussed wood joists are suspended from tie-beams secured to the frames. Because the frames are a definite architectural feature, concrete had to be smooth, fin-free. According to Leslie E.

AMERICAN BUILDER

Poole, engineer in charge of construction, plywood offered the simplest, least expensive method for obtaining the smooth surfaces. In fact, because of its smooth, neat appearance, the concrete required no further finishing once forms were stripped. Exterior PlyForm panels were re-used up to eight times in forming the five frames. The building was designed by Engineer Leslie E. Poole; contractor: H. M. Hocken, Portland.

Portable Units Help Solve Schoolroom Shortage

To solve pressing classroom shortages due to shifts in population, school systems in many communities are turning to portable classrooms as a quick and economical solution. In Tacoma, Washington, 60 are used by the city's schools. Thirty-five are of lightweight plywood construction; ten were built last year by E. Goettling & Sons, general contractors, from revised designs by Mock and Morrison, architects.



"We've been using plywood for four years," says James Hopkins, assistant superintendent of schools in charge of construction. The portable schoolrooms are fully as well built as the average house and we expect them to be good for 50 years. Plywood construction is lighter and gives maximum bracing strength—a must in movable buildings."

Each building is 24'x36'. Plywood is used for subfloors, roof sheathing, paneling, built-ins and exterior siding. Modular design, based on standard plywood panels, helps speed work and cut costs. Plywood not only makes a sounder, tighter building, but it presents a clean, modern appearance—a far cry from the unpleasant "temporary look" of other similar structures.

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A portfolio of prize-winning designs for plywood built-ins is now available to architects, designers and builders. The booklet contains over 50 designs judged best in the "Better Living Home" architectural contest. For free copy write Douglas Fir Plywood Association, Tacoma 2, Wash.



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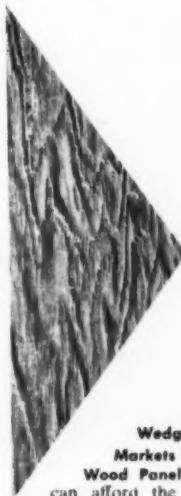
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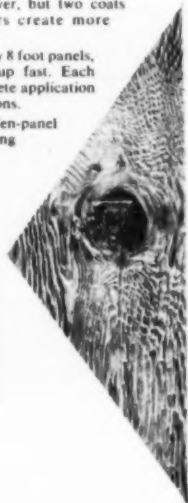
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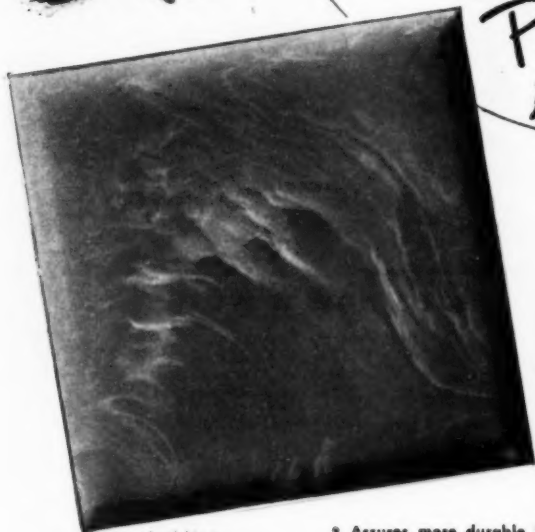


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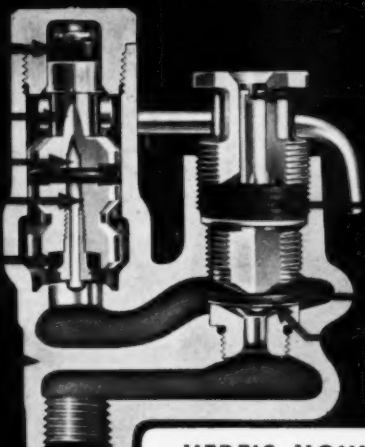
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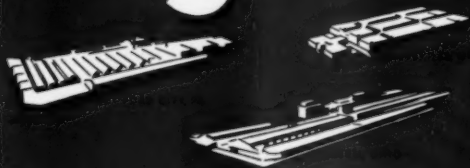
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Their Plans and Activities



Question of Adequate U. S. Housing Now Squarely up to Truman: NAHB

Calling Regulation X "the greatest obstacle to home ownership ever faced by prospective buyers," the National Association of Home Builders says it is now up to President Truman to determine whether home buyers must pay large or small downpayments.

The statement refers to Congress' recent extension of the Defense Production Act in which it passed on to the president the question of continuing the larger downpayments now required under the controversial credit regulation.

NAHB president Alan E. Brockbank said President Truman could make a lot of home-hunters happy by taking off Regulation X, under the powers given him by Congress.

"I hope the president has a ready answer for those thousands of veterans, low-income families and defense workers who need housing desperately but can't buy solely because of Regulation X," Brockbank said.

"This legislative fiasco means simply that home buyers have been double-crossed, in my opinion."

Brockbank said the question of adequate housing for Americans is now in the lap of the chief executive and his housing aids, who "can turn the housing valve on or off."

"It is our hope that he will immediately take off all credit controls over buyers and let the industry get on with the job of building."

Dallas Regional Meeting Draws 300 Builders

Nearly 300 builders from all parts of Texas and Oklahoma, along with a number of visiting experts, were on hand for the recent three-day Southwestern Housing Conference and Regional Convention in Dallas' Baker Hotel.

Among the highlights of the meeting were adoption of a resolution urging immediate action on removal of Regulation X, a denunciation of public housing by Fritz Burns of Los Angeles, a former National Association of Home Builders president; and a talk on tax planning by Sylvanus Felix, Oklahoma City attorney.

Featured speakers also included R. G. "Dick" Hughes, NAHB treasurer—topic, mortgage money; Burns, Grady Musgrove of Oklahoma City, and Troy Jones of Amarillo, Texas, on selling; and Martin L. Bartling, Knoxville, Tenn., and architect Ned Cole, Austin, Texas, who headed an "Operation Trade Secret" panel.

The Home Builders Association of Dallas took the occasion to climax a membership drive which added 130 members. Awards were made to Rhea Keele and Frank Schoneman as captains of the top two recruiting teams.

A Rose from Sally Rand



FAN DANCE-FAMED Sally Rand passes out roses at the second annual Metropolitan Louisville Home Show where she was a feature attraction. Held at the Kentucky state fairgrounds, the recent show attracted 33,000 visitors, was termed a "great success" by its sponsors, the Associated Home Builders of Louisville.

NRLDA Plans to Write Detailed History of Retail Lumber Industry

If enough "old timers" and others in the retail lumber business can dig up useful material, the National Retail Lumber Dealers Association is going to prepare the first comprehensive history of the century-old industry.

According to NRLDA's public relations committee, the industry is well over a hundred years old—at least, quite a few yards were in operation more than a century ago—and, as far as can be learned, has no written record of its long and colorful past.

Believing that a recorded history gives added prestige to an industry and helps the public to appreciate its worth, the committee is appealing to veteran dealers and others to send clippings or other material which, collectively, would give a well-rounded picture of how the early yards came into being, who the industry's pioneers were, how the first yards operated, when the various improvements and advancements first appeared, and so on.

If enough individuals will take time to supply this material, the committee said, it expects to assemble and correlate it, do additional research, and finally to produce a valuable history.

American Builder readers are invited to help in this project by sending any available data. It should be addressed to: Everett B. Wilson, director of Public Relations, National Retail Lumber Dealers Association, 1200 18th St., N. W., Washington 6, D. C.

New Officers in California



1952-53 OFFICERS of Peninsula General Contractors and Builders Association, elected at recent dinner meeting in San Mateo, Calif. Front row, from left: Richard Delucchi, San Bruno, director; Alec J. McKenzie, Sunnyvale, president; Henry Gramberg, San Carlos, vice president; Harry E. Smith, San Mateo, executive vice president. Back row: William B. Hamilton, Jr., San Mateo, manager of Santa Clara Valley branch; and directors Walton A. Gould, San Carlos; Richard Price, Palo Alto, and Karl Pedersen, Burlingame.



Dealer's Viewpoint

H. B. NORTHUP, Executive Vice President,
National Retail Lumber Dealers Association

Direct Sales Approach Can Offset Volume Slump

Now that building materials sales have come down somewhat from the high level of recent years, a good many retail lumber dealers who never before have done so are planning to go out after sales instead of waiting for customers to come to them.

They realize that there is a tremendous volume of potential home modernization business awaiting anyone who does a first-rate selling job and then accepts responsibility for arranging all of the details of the work to be done.

In the past, a lot of dealers have refrained from soliciting business from home owners, except through advertising, either because their normal retail function has kept them plenty busy or because they hesitated to take on new problems with which they were not intimately familiar.

They now realize, however, that to hold their volume up near the level of 1950 and 1951 something extra is needed. Advertising budgets will be stepped up also in some cases, but personal selling still is needed because other advertisers are spending large sums attempting to persuade home owners to spend their savings for purposes other than home improvements.

Although they will send their own salesmen out to sell home owners, many dealers will not attempt to act as contractor. Instead, once the customer has been sold, they will bring the customer together with one or more selected contractors in whom the dealer has confidence and then

go on to help the owner arrange any necessary financing.

The well known fact that four out of five owners of older homes never have been approached by any contractor, builder, or retail lumber and building materials dealer seeking to sell them on improving or remodeling their homes gives a good indication of the potentials in this market.

There is good reason to believe that the already large volume of residential repair and modernization work could easily be doubled in most communities if one or more dealers were suddenly to undertake an aggressive selling program.

Millions of home owners could be persuaded to finish an attic room, put in a basement recreation room, install a modern kitchen, or undertake some other substantial improvement if someone showed them how to do it for a modest monthly outlay and offered to see that every detail would be handled for the customer.

Yet, without a direct sales approach, the majority of these home owners might wait several years or longer before they decided to do the same work of their own volition. And in the meantime, many of them might have obligated their incomes or spent their savings for some completely different purpose.

The 10,000,000 homes which are in the neighborhood of 50 years old offer a rich market for dealers who are in position to take the owners by the hand and show them how to get greater comfort and convenience for a few dollars a month.

Three New Men Named to NAHB Washington Staff

Two additions and a replacement for the Washington staff of the National Association of Home Builders have been announced by executive vice president Frank W. Cortright.

The new men are Jerry Madigan, field service director; Joseph B. McGrath, assistant legislative director; and Everett E. Revercomb, comptroller and assistant treasurer.

Madigan, former executive director of the Home Builders Association of Greater Cleveland, succeeds William Tobin who resigned. Last year, Madigan served as president of the NAHB



Jerry Madigan

executive officers council. He has also received recognition for helping to organize Cleveland's "PERC"—Private Enterprise Redevelopment Corporation—which has become a model plan for urban redevelopment.

McGrath is a former Justice Department trial attorney. In his new duties he will aid both John M. Dickerman, legislative director, and Cortright.

Revercomb, formerly affiliated with the National Association of Radio and Television Broadcasters, takes over a fiscal post created by a reorganization of the NAHB administrative section. Maud O'Neal, formerly assistant treasurer in addition to her duties as editor of the group's Correlator magazine, will now devote full time to the Correlator.

N. California Dealers Give Five-Day Materials Course

A five-day course in building materials, sponsored by the Lumber Merchants Association of Northern California, was recently completed in San Francisco by 50 students from yards in the area. The course was especially planned for retail dealer personnel without wide experience in merchandising the products they handle.

Instructors came from association staffs, manufacturers, distributors and builders. Emphasis was on the "over-the-counter" merchandising of the retail yard and on the end-use and application of products.

The association said it is preparing a synopsis of the entire program which, when published, will be made available to dealers who might like to use it in their own inter-company training.

AMERICAN BUILDER

Publish Buyer's Guide for Home Week

Capitalizing in a big way ON NATIONAL HOME WEEK this month, the Long Island Home Builders Institute has prepared the entire September issue of Long Island Builder, its monthly publication, as a comprehensive home buyers' guide.

The Long Island, N. Y., association will also mark NATIONAL HOME WEEK with guest appearances by members on several television programs and by the use of radio spot announcements, reports Frederick E. Gibson, president.

The institute plans to print 10,000 copies of the guide which it will distribute directly and through several banks as a result of inquiries received

following press, television and radio publicity. Every institute builder member, Gibson said, will have the location, price and other pertinent information of his job operations in the listing, which will be presented alphabetically by towns. All other editorial content is scheduled to be specifically directed to the prospective home buyer market.

Last year, the institute issued a similar guide in pamphlet form, informally dubbed the "Sears-Ward catalog." Distribution was then limited to 3500 copies, according to Gibson, who said it would have been greater "if we had been able to judge the tremendous interest it would create."

\$50 Million Milwaukee Slum Clearance Project Planned by Builder Group

The Milwaukee Builders Association made front-page news recently with announcement of plans for the largest private enterprise redevelopment program in the city's history.

The plan, originated by association director Francis J. Schroedel and approved some time ago by the group's board, calls for rebuilding, over a period of years at a cost of more than \$50 million, 141 acres now occupied largely by deteriorated or blighted buildings of many kinds.

When complete, the area would be attractively laid out in "superblocks," with multi-story apartment buildings, row houses, single-family dwellings, parks, underground parking, bomb shelters and a large central shopping center.

The Milwaukee Board of Realtors has also approved the plan and is actively supporting it. At an early date, the two sponsors expect to present the proposal to the Milwaukee common council where, if approved, the many details of financing, land acquisition, demolition, etc., could be worked out.

New Officers Named by Materials Exhibitors

Donald M. Crooks of the Kochlen Plywood and Veneer Co. was elected president of the Building Material Exhibitors Association at the group's recent meeting in Chicago. He succeeds Russell Dean of Bennett-Ireland. New



Donald M. Crooks

vice president is Harold H. Whittemore, western division manager of the Flintkote Co. Richard G. Breeden, Jr., was re-elected secretary-treasurer.

Dean, who had been BMEA president for two years, was awarded a plaque and other gifts. Making the presentation for the association was Earl Boyle of the Johns-Manville Sales Corp.

The meeting, the group's 13th annual, was held in the LaSalle Hotel. Around 30 members were on hand.

Cortright's Column

FRANK W. CORTRIGHT, Executive
Vice President, National Association of
Home Builders of the United States



New Government in November New Hope for Home Building

On November 4th the people of this country will decide on the kind of government they want for the next four years.

The public has just seen for the first time the functioning of the political machine by which our Presidents are nominated. The miracle of television has given the public a liberal education in the inner workings of our unique, and not always admirable, system of selecting candidates and formulating national policies.

The home builders of the nation are particularly interested in the housing philosophy of all candidates for office, particularly the men seeking the office of President and positions in the United States Congress. Obviously, the convictions of those elected to the Congressional body are of primary importance since they can readily reject any proposals which may be made from the White House. One can predict at this time with safety that, regardless of whether the Republicans or the Democrats prevail, a powerful coalition between Republicans and Southern Democrats will be strong enough in succeeding years to resist the wildest proposals related to the problem of meeting the total housing need of the nation.

Looking back on the last eleven years, the policies of the White House and the Congress, insofar as housing is concerned, have been influenced each year without exception by a succession of crises. There has never been a time since Pearl Harbor when excuses to regulate and control the building industry have not been readily at hand.

During World War II and more recently the Korean War, the excuses have been shortages of building material, shortages of labor, and the threats of an undisputed inflationary spiral which has cut our dollar's value in half and doubled the cost of everything, including housing.

In the brief years between wars, the excuse for preferential treatment was available for our returning war veterans and for a return to the pre-war proposals of socialized housing for a selected few at the top of the lower income third of our people.

Starting next January with a new Congress and a new President regardless of party, we may look forward to the first free period in our housing economy in more than a decade.

We may hope that the demands of the armament program will be no greater in respect to building materials than at the present time.

We may hope that interest rates will be permitted to return to the normal status in which supply and demand regulate the cost of money.

We may hope that the worn out position that housing is inflationary will be abandoned and such restrictions as Regulation X will be promptly lifted and home buyers thereby permitted to buy on terms within their means.

In any event, regardless of the political climate which may prevail in 1953 and the years immediately thereafter, the industry's responsibilities are very clear and immensely important. Indisputably it is our job to make rapid strides in the direction of constantly better housing at constantly lower cost. Although our production and progress have been very great in the last ten years we must constantly set our sights on the higher target.

There is still room for much better community planning—for greatly increased use of architects which means better design—for increased efficiency through all modern techniques of construction—for much greater productivity on the job by labor—for more satisfactory and more constant supply of mortgage funds, and finally, although by no means the least important, a return to pre-war merchandising methods.

An awakened and enlightened industry has been studying all of these things and applying them at a good rate. Organized builders in more than 200 cities have made tremendous strides in all of these things just as their official spokesmen on the national level have learned to do their job with statesmanship and courage.

All in all it is an encouraging outlook regardless of the majority vote in November. We can hope that a new president and a new congress will give home building a full opportunity to function to its maximum capacity for the first time in many years.



*"what a wonderful way
to be welcomed...!"*

**by warm, friendly
Mosaic Carlyle Quarry Tile!**

Specify continuing contentment for the homes you design or remodel. Specify Mosaic Tile . . . the material of beauty and permanence that builds pride of ownership; gives more pleasure, more satisfaction, more in every way for your clients' money!

The warm, earthy colors of Mosaic Carlyle Quarry Tile—as illustrated on the opposite page—are wonderful to live with; never fade or lose their "just new" look! And, this type of Mosaic Tile is virtually indestructible, impervious to dirt and moisture, and easy to clean.

Use Mosaic Carlyle Quarry Tile indoors and out! For recreational rooms, entranceways, porches, breezeways, terraces and walkways! Choose from standard surfaces, in ten modern colors, or from 5 "non-slip" types—Abrasive Surface, Abrasive Body*, Corduroy, Diamond Face and Safety Tread!

For quick facts, contact our nearest office. For helpful literature on the many other types of Mosaic Tile, write Department 35-5, The Mosaic Tile Company, Zanesville, Ohio.

**Abrasive Body is available in one color only—Navajo Red.*

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780 Ponce de Leon Place
Phone: Elgin 0754

Boston, Massachusetts
384 Main Street, Waltham 54
Phone: Waltham 5-7292 & 5-7202

Chicago 51, Illinois
3712 LeMoine Street
Phone: Capital 7-5120

Denver 4, Colorado
1325 W. 9th Avenue
Phone: Alpine 0239

Detroit 34, Michigan
20230 Sherwood
Phone: Twinbrook 3-1254

Hollywood 38, California
829 North Highland Avenue
Phone: Hillside 8238

Little Rock, Arkansas
1709 East 9th Street
Phone: 5-7251

Miami, Florida
7250 N. E. 4th Court
Phone: 89-4329 & 89-8812

New York 17, New York
101 Park Avenue
Phone: Murray Hill 3-2758

Philadelphia, Pennsylvania
6229 West Girard Avenue
Phone: Granite 4-7116

Portland 14, Oregon
43 S. E. Salmon Street
Phone: Fillmore 3717

Salt Lake City 8, Utah
560 Gate Street
Phone: 9-8285

AMERICAN BUILDER



This beautiful entryway will keep its "welcoming" good looks indefinitely . . . it's weatherproof, fadeproof Mosaic Carlyle Quarry Tile!

Specifications: Mosaic Carlyle Quarry Tile in Navajo Red.

THE MOSAIC TILE COMPANY

MOSAIC®

(Member—Tile Council of America)

Offices, Showrooms and Warehouses across the nation
Over 4000 Tile Contractors to serve you

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NOW! Cash in on the
nationwide boom in
Exterior Color...

New fast-moving profit builder!

ASBESTONE Chroma-Tex



Please send me samples and full information on new CHROMA-TEX
Siding Shingles.

Name _____

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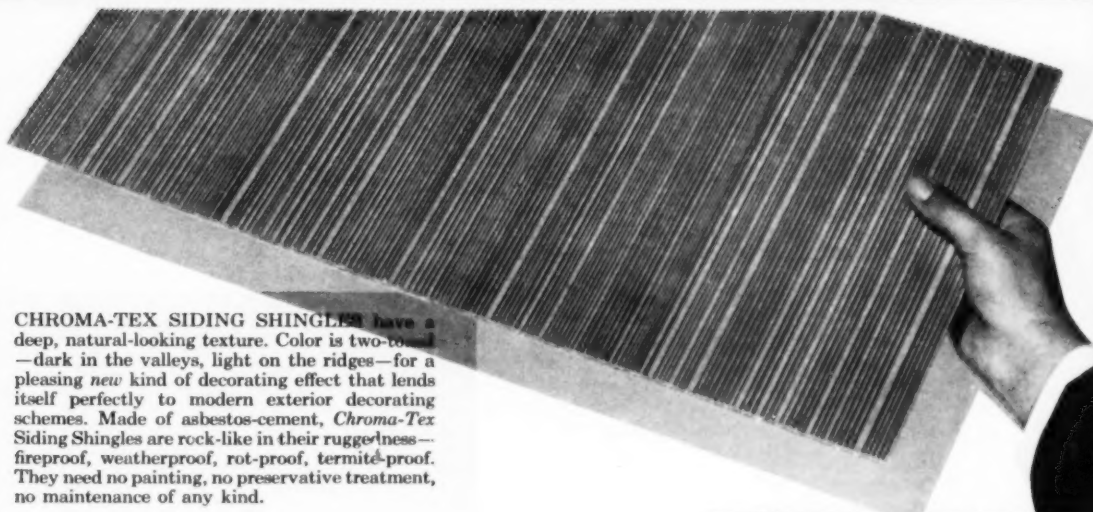
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ASBESTONE CORPORATION
5380 Tchoupitoulas St.
NEW ORLEANS 15, LA.

Makers of Asbestos-Cement
Products — and Nothing
Else — for 30 Years



CHROMA-TEX SIDING SHINGLES have a deep, natural-looking texture. Color is two-toned—dark in the valleys, light on the ridges—for a pleasing new kind of decorating effect that lends itself perfectly to modern exterior decorating schemes. Made of asbestos-cement, *Chroma-Tex* Siding Shingles are rock-like in their ruggedness—fireproof, weatherproof, rot-proof, termite-proof. They need no painting, no preservative treatment, no maintenance of any kind.

SIDING SHINGLES

New deep-grain texture! New color harmony!

Same lifetime durability! Same low price!

- ✓ Put more color, more style, more SELL into every home you build — at no increase in cost.
- ✓ Give home buyers the rich, textured effect of the costliest siding on the market — for the same price as regular asbestos shingles.
- ✓ Use the 5 appealing CHROMA-TEX colors to style every exterior with true "decorator harmony."

ASBESTONE—Rugged as the rock it's made from
ROOFING AND SIDING SHINGLES WALLBOARD
CORRUGATED ROOFING AND SIDING



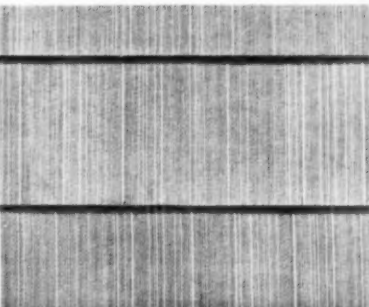
PHEASANT BROWN



MELLOW IVORY



POPLAR GREEN



DUSTY CORAL



TWILIGHT GRAY

Reveal 20,000 More Texans Are "Ruled" By Lumbermen

To the long list of Texas lumbermen serving as civic leaders, published in previous issues of the *American Builder*, Gene Ebersole, executive vice president of the Lumbermen's Association of Texas, has added three more, all committed in their respective cities.

They are Elvin Cucha, Foxworth-Gallbraith Lumber Co., Henrietta; P. N. Garbade, Garbade Lumber Co., Slusher; and Bob Home, Rockwell Lumber Co., Plainview. Combined population of the towns is 21,261.

Ohio Builder Meeting Set

The ninth annual convention and exposition of the Ohio Home Builders Association will be held at the Sheraton-Gibson Hotel, Cincinnati, November 23-25. Convention general chairman and secretary-manager, respectively, are Raymond D. Sharp and A. H. Falace.

National Coverage Goal Of Wood Window Group's Quality Seal Program

Plans to expand the quality seal program of the American Wood Window Institute to cover the entire country took definite shape at the institute's recent membership meeting in Memphis, Tenn., when leading organizations in the stock millwork industry voted to designate AWWI as the industry's "Seal of Approval" group.

Besides AWWI, other groups jointly promoting the industry's merchandising program are the National Woodwork Manufacturers Association; Woodwork Jobbers Service Bureau; Ponderosa Pine Woodwork Association; and the Southern Sash and Door Jobbers Association.

The AWWI quality seal identifies wood window units meeting the group's minimum specifications. A prototype of each unit bearing the quality seal must have been tested and certified by AWWI.

Named to head the institute for 1952-53 were H. C. Gorbet, St. Louis, president; W. A. Compton, Shreveport, La., vice president; M. C. Davidson, Houston, Texas, treasurer; and Erle Racey, Dallas, Texas, secretary-manager.

NATION-WIDE MERCHANDISING of wood windows is planned as representatives of leading industry associations meet in Memphis. Here are (from left) M. C. Davidson, American Wood Window Institute treasurer; F. E. Bissell, president of Ponderosa Pine Woodwork association; F. R. Weddington, AWWI past president; H. C. Gorbet AWWI president; Adolph Plund, secretary, Woodwork Jobbers Service Bureau; O. C. Lance, secretary-manager, National Woodwork Manufacturers Association; D. G. Pilkington, secretary, Ponderosa Pine Woodwork; and Barney Gallagher, secretary-treasurer, Southern Sash and Door Jobbers Assn.

Pinning the Past Presidents

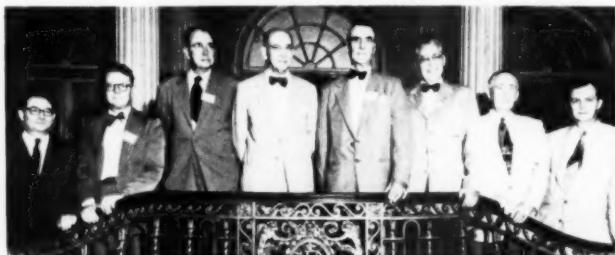


FORMER PRESIDENTS of the Home Builders Association of Metropolitan New Jersey receiving diamond-studded association lapel pins as a token of appreciation from the membership. Richard D. Hudson of Montclair, president, made the presentation at the June 10 meeting in Mountain-side, during which the Past Presidents' Council was organized as an advisory group. From left are Willard E. Closs, Summit; Henry J. Shaheen, Cranford; Arthur H. Padula, Newark; Lloyd P. Bremer, Millburn; President Hudson; Fred Naef, Summit; and I. Samuel Sodowick, Newark. One other ex-president, Walter J. Harring of Madison, was not present.

Hospital Benefits from Erie Show



MORE THAN \$500 went to Erie, Pa., hospital from donations and sale of wishing well exhibited at recent home show sponsored in Erie by Home Builders Association of Northwestern Pennsylvania. At presentation ceremony are (from left) Michael Rich, builder, who purchased the wishing well; Carmen C. Vendetti, builder of the well and a director of the association; Miss Helen Carter, accepting the check for Zern Zern Hospital; Bert Pasquale, Kool Vent Metal Awning Co.; and Roy D. Chivers, Erie Bond Stone Co.



Additional Association News, Page 210



EDGEWATER TOWERS, LAKEWOOD, OHIO. Rusco Prime Windows are used throughout this superbly-appointed, 11-story luxury apartment on the shores of Lake Erie. Apartment has 205 suites, with 1668 windows. ARCHITECT & BUILDER: THE BYRNE ORGANIZATION, WASHINGTON, D.C.



SPEED OF INSTALLATION AND OTHER COST SAVINGS have resulted in choice of Rusco Prime Windows for P & H Prefabricated Homes, Port Washington, Wisconsin. Exterior view above, interior view below.

Big, Little or In-Between... They all report the same! RUSCO OFFERS MORE VALUE... RUSCO CUTS BUILDING COSTS



A Fully Pre-Assembled Window Unit
Factory-Painted, Hardware Attached—
All Ready to Install in Window Opening!

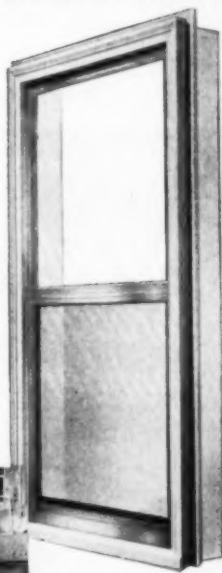
GLASS • SCREEN
BUILT-IN WEATHERSTRIPPING
INSULATING SASH*
WOOD OR METAL CASING
... OR STEEL FINIS

*OPTIONAL



Also available in 3-light and 4-light styles for commercial and industrial construction.

Glass and Screen Inserts easily removed from inside for convenience in cleaning. The Rusco removable sash feature has tremendous appeal as a convenience and safety feature.



RUSCO

Galvanized
Steel

PRIME WINDOW

VERTICAL SLIDE

THE F. C. RUSSELL COMPANY • CLEVELAND 1, OHIO • DEPT. AB92
IN CANADA: TORONTO 13, ONTARIO

*Ask the men on the job
about these
extra-benefit features...*

Mortise for strike can be made quickly, easily ... strike provides for possible door sag later

When NATIONAL LOCKset is being installed, there's no time wasted in trying to make a "tricky" mortise.

Mortising is clean-cut and simple ... free from the danger of splitting and splintering. • The strike is

designed with extra top-to-bottom clearance for engagement of latch. NATIONAL LOCKset strike

assures a snug fit which keeps door tightly closed ...

and yet it provides an adequate degree of vertical tolerance should door-sag occur at a later date.

NATIONAL LOCKset
Patent Applied



*Clean-Cut
"No-Chip"
Mortise*



*Additional
Top-to-Bottom
Clearance*

You'll be money ahead with America's outstanding lockset value

*Sold only
through
jobbers*



distinctive hardware...all from 1 source

NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

Profitable BUTT HINGES by

NATIONAL LOCK

Regular Butts

The popular regular BUTT HINGE; also available in half surface type. A quality item proved in the field by "the man on the job". Packed one pair with screws in a rugged, easily handled box. A steady sales producer.

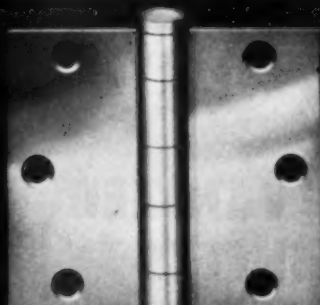
Round Cornered Butts

Same high quality as the Regular Butt Hinge. Has added feature of $\frac{1}{4}$ " radius round corners. Eliminates hand mortising. Saves time and costs. Available in two sizes— $3\frac{1}{2} \times 3\frac{1}{2}$ " and 4×4 ". Neatly and conveniently packaged.

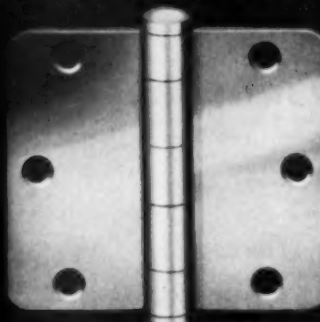
Template Butts

For use with steel frames and either steel or wood doors. Machine screws furnished for steel frame—steel door installations; both machine and wood screws supplied for steel frame-wood door combinations. Available in the three most popular sizes— $3\frac{1}{2} \times 3\frac{1}{2}$ ", 4×4 " and $4\frac{1}{2} \times 4\frac{1}{2}$ ".

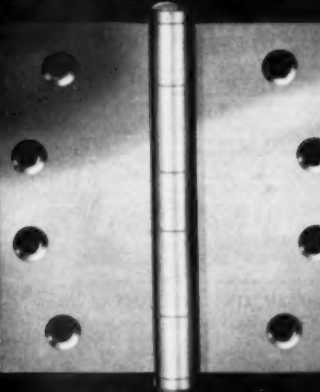
NATIONAL LOCK Regular Butts, Round Cornered Butts, and Template Butts are available in all standard finishes . . . ball tip or button tip . . . loose pins. NATIONAL LOCK Butts are always uniform in size, conveniently, attractively packaged and profitable to sell. Ask your jobber for complete details or write for Builder's Hardware Catalog.



No. A65-025
 $3\frac{1}{2} \times 3\frac{1}{2}$ " regular butt



No. A65-025R
 $3\frac{1}{2} \times 3\frac{1}{2}$ " round cornered butt



No. A65-026T
 4×4 " template butt



distinctive hardware...all from 1 source

NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

*Sold only
through jobbers*



GALVANIZED SHEETS

For PROTECTION

Only galvanized sheets give you the strength of steel... the rust protection of zinc. Both are important in providing a strong, sound, leak-proof roof that double-guards valuable crops, livestock and machinery against damage and destruction for years and years. It's the first choice of farmers.

For STAYABILITY

Galvanized roofing holds at the nail holes... stays leak-proof and solid year after year with a minimum of maintenance. Farmers say it cuts down overhead by staying "overhead"—often for the life of the building.

For ECONOMY

Consider the economy of any roofing material with these three long-time cost factors in mind: (1) original price; (2) repair and upkeep; (3) years of serviceable life. Galvanized sheets are first choice of farmers because they know that the roof that gives them the longest, trouble-free service is the cheapest in the long run.

DON'T FORGET

Proper care pays! Material shortages are limiting new construction and replacement. Careful maintenance of present structures is more essential now than ever before. Expanding production of zinc and steel means ample supplies of galvanized sheets with the security of more normal conditions. In the meantime, a few simple steps with very little labor can extend the useful life of your galvanized roofing. The valuable booklets described below will tell you how.



AMERICAN ZINC INSTITUTE

35 E. Wacker Drive, Room 2605
Chicago 1, Illinois

Without cost or obligation, send the illustrated booklets I have checked:

- ☐ Facts About Galvanized Sheets
- ☐ List of Metallic Zinc Paint Mfrs.
- ☐ Directions for applying Galvanized Sheets
- ☐ Repair Manual on Galvanized Roofing and Siding
- ☐ Use Metallic Zinc Paint to Protect Metal Surfaces

NAME _____

ADDRESS _____

TOWN AND STATE _____

Send for FREE Booklets

LETTERS

Plenty of Brick

Sir: In your July issue under the article, "Here's the Home Building Picture Across the Nation," we have taken particular interest in comparing our area with the survey across the nation. We note that "face brick shortage of 50 per cent at Spokane, Washington, is the only problem noted at the moment." As our firm is one of the clay products manufacturers in the Spokane area, we are wondering where the statistical information came from that listed the shortage. I have checked with the other manufacturers in this area and find that they have ample stocks of brick for immediate delivery. Our picture shows that at the present we can deliver many house jobs complete direct from stocks. At this writing, there is an over-abundance of brick for this area.

Jack E. Colwell,
Sales and Operations Manager,
Washington Brick & Lime Co.,
Spokane, Washington

They Liked the April Catalog-Directory

Sir: This letter is late, but I do want to congratulate you on the wonderful Buyers' Guide which you got out. It is jam-packed with reference data that will be valuable to the industry in general. Simply add my appreciation to the thousands of other letters which you should receive.

Grover A. Godfrey, President,
National Home Shows, Inc.,
Dallas, Texas

Sir: Let me say that I like your Catalog-Directory very much. Trying to improve on it would be "gilding the lily."

Jack Sieburt,
Long Branch, N.J.

Speaking of Paint . . .

Sir: I have just read the third installment of your series of articles on paint and would like to comment on one or two statements appearing in the article.

In the second paragraph (April issue, p. 63) you state that "since the lead is omitted the TZ paint is not so durable as other types." I doubt if there is any proof of this and would point out that for a number of years several of the very largest paint manufacturers have been making their first grade outside house paints, both tints and whites, of the

so-called TZ type. These companies could not afford to risk their reputation by offering as a first-line product one of known inferior quality.

The second comment concerns the statement: "It (TZ type) is used as white paint only and, if tinted, will fade badly and in most tints will lose its resistance to hydrogen sulphide." I can assign no reason for the latter half of the statement since the only component of the usual white house paints as made today that will darken with hydrogen sulphide is lead and its absence in no way affects the ability of the TZ paint to stay white if attacked by hydrogen sulphide. As for a TZ paint fading when tinted, this occurs only if improper white or colored pigments are used, or if they are present in improper proportions.

I consider that your article has gone a long way to sum up correctly the facts about paint—this very complicated and controversial subject of many facets—and you should be complimented for your successful presentation. I believe, however, that the above comments are more nearly in line with the thinking of most of the leading paint technologists of the country.

I would appreciate it if you would publish the above in your *Letters to the Editor*.

L. H. Trott,
Assistant Manager,
Technical Service,
The New Jersey Zinc Sales Co.,
New York City

Flat Top Garden Apartments

Sir: I was very much interested in the article in the July issue of your magazine featuring the flat top garden apartments designed for a development in Sacramento, Calif. If there is additional information available on this apartment plan, I would appreciate having it.

Wm. H. Roberts,
Elgin, Illinois

► Jere Strizek, Inc., Sacramento, Calif., would doubtless be glad to answer any further questions about the development off Marconi Ave.—The Editor.

Worth Waiting For

Sir: Thank you for your prompt action on my complaint of late *American Builders*. But I'm ashamed—the same day I mailed my complaint (Continued on page 40)

AMERICAN BUILDER



MILCOR *Solid Partition Systems*

speed the erection of fire-resistant non-bearing walls

Reinforced monolithic slab construction — The Milcor Solid Partition is a steel-reinforced vertical slab of plaster, 2" thick. Milcor Metal Lath serves as plaster base — reinforces the partition horizontally and diagonally.

Only 3 units needed to support the metal lath — Slotted ceiling runner, standard $\frac{3}{4}$ " cold-rolled channels and easy-to-use Milcor Housing Base or slotted floor runners.

Practical advantages — (1) Quick, simple erection; (2) Saving of floor space; (3) One-hour fire rating; (4) Reduced sound transmission; (5) Resistance to impact; (6) Reduced dead floor load; (7) Unexcelled sanitation; (8) Adaptable to metal or wood trim.

Check the branch nearest you regarding deliveries of components for Milcor Solid Partitions.

*Reg. U. S. Pat. Off.

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M128



HOW TO PICK THE RIGHT HEETAIRE

for every room
You Build or Modernize

The **FOUR FACTORS** to be considered in choosing specific HEETAIREs for specific jobs are:

1. Size of Room
2. Exposure of Room
3. Use of Room
4. Climate

These four factors—size, exposure, use and climate—are the keys for selecting the specific HEETAIREs and temperatures necessary to heat any room.

In general, wattages per cubic foot determine the size of HEETAIRE recommended—but these wattages vary according to heat loss in the room (wall, window and door exposures) and according to the outside temperatures (e.g., more wattages per cubic foot are necessary in New York State than in Tennessee). In addition, the use of room to be heated determines the temperature desired and the type of HEETAIRE recommended—radiant (infra-red) heat, or heated air. Radiant heat is recommended for rooms where the primary objects to be heated are people (Series 200, 230, 240); heated air is recommended where general temperature levels are to be maintained (Series 210, 250).

Series 210 and 250 HEETAIREs are recommended for both supplementary and general heating.

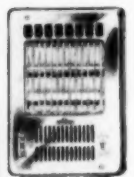
**FREE! Write for the copyrighted
"A Guide to Quick Heating".**



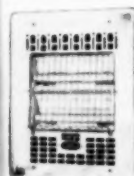
Tested and listed under reexamination service by Underwriters' Laboratories, Inc.
Thermostatic or Manual Control . . . Radiant Heat, Heated Air and Fan-Forced Radiant Heat . . . Wall Inserts and Wall Attachables.



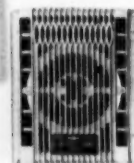
Series 200 HEETAIREs
1000 to 2000 watts



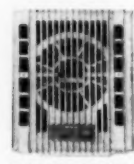
Series 210 HEETAIREs
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Series 240 HEETAIREs
1000 to 1500 watts



Series 210 HEETAIREs
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Series 210 HEETAIREs
1500 to 3000 watts

MARKEL • LA SALLE

ELECTRIC PRODUCTS, INC.

PRODUCTS, INC.

151 SENECA ST., BUFFALO 3, N. Y.

Letters . . .

(Continued from page 38)

both the April and May copies arrived. I can see why that April copy was late, and it certainly was worth waiting for. I sent you notice the same day rescinding my complaint, but you apparently had taken care of the matter.

Enclosed find \$5 to extend my subscription. I expect you to subtract from this for the duplicate copies you sent. I gave the duplicates to other builders, as I know they will appreciate the best magazine in the field.

Thomas C. Robinson,
Minneapolis, Minn.

Praise For Indianapolis Slum Clearance

Sir: I wish to congratulate you on your story in the July issue on the slum redevelopment program being carried on in Indianapolis. I recently became acquainted with this and think it is an excellent program. To some extent this is what we were trying to shoot at in a general way at our spring meeting of the Lumber Dealers' Research Council in Washington.

C. A. Thompson,
Champaign, Ill.

Sir: Please accept my very sincere congratulations on the very fine July issue which has just come across my desk. I was especially interested in your two-page spread on private slum redevelopment progress in Indianapolis. Keep up the good work.

Conrad "Pat" Harness,
Public Relations Director,
National Association of
Home Builders,
Washington, D. C.

American Builder in the Schools

Sir: Your splendid magazine comes to my drafting room regularly each month. I use it as a reference and text book since it contains so much authentic architectural information. I also use the blueprints enclosed in each copy as an instructional medium for my architectural drafting students.

One student selected "Blueprint House No. 47," in the October, 1950 issue, and drew it with some modifications and slight changes. He did such a splendid job that my department head strongly recommended that the drawings be entered in the

(Continued on page 42)

AMERICAN BUILDER

I have modern ideas...
so my range must be electric!



Modern homes appeal to me, especially when they are designed for efficiency. That's why I prefer an *Electric Range*—because it *belongs* in my new home, and because with it I can cook and bake with a saving of time and effort!

"The *Electric Range* fits very definitely into our all-electric Cliffwood project," says

MR. NOBLE S. CLAY,

Pittsburgh, Pa. builder. "Modern" is the theme of our development, and we find that most home buyers go for contemporary design. The *Electric Range* is a very definite part of it—and everybody wants the electric convenience features. When it comes to cooking, they've learned that the *Electric Range* can mean good meals with little work, at low operating cost—and a cool, clean kitchen. It's *really* modern cooking equipment."

• Builder Clay practiced electrical engineering for 16 years before entering the building field, so he knows why electrical convenience can make the homemaker's job easy and pleasant. He applies his knowledge in the kitchens of his houses, too—so the range—of course, it's **ELECTRIC!**

EQUIP
 YOUR HOUSES WITH
ELECTRIC RANGES



• These homes are fitted to the hilly landscape of suburban Shaler Township, are of basementless design, of stone and brick construction. There is structural economy and saving on grading costs. They sell in the medium price brackets—from \$13,500 to \$18,500, equipment included.



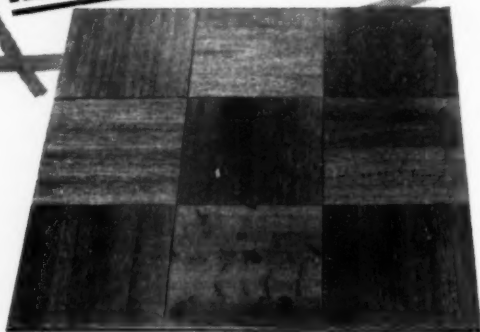
ELECTRIC RANGE SECTION

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ADMIRAL • COOLERATOR • CROSLEY • DEEPFREEZE • FRIGIDAIRE • GENERAL ELECTRIC
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At Last—A Practical Hardwood Flooring for **RADIANT-HEATED HOMES**



PARKAY Gothic Oak

Let's face it! Up to now, hardwood floors and radiant heat just haven't been able to live happily under the same roof. You know the problems. Unsightly cracks during the heating season, due to shrinkage. Bulges from expansion due to summer moisture.

Now Parkay comes up with the happy solution—Gothic Oak hardwood flooring. This wood has the quality of changing less dimensionally than our other flooring woods. Applied directly to the concrete with Parkay Adhesive, Gothic Oak will vary the least dimensionally during these alternate periods of dry heat and excessive moisture.

You get a beautiful floor in the bargain, too. Gothic Oak's rich, brown color extends throughout its full thickness. Factory finishing protects and accentuates its natural beauty. Gothic Oak ready-finished hardwood flooring is available in 8" x 8" units (illustrated above) and 12" x 12" units made up of four 6" sections. Both are 5/16-inch thick and have beveled edges.

Write today for new free bulletin on Parkay Gothic Oak for radiant heat service. Parkay, Incorporated, 5000 Crittenden Drive, Louisville 9, Ky.



PARKAY

READY-FINISHED HARDWOOD
FOR FLOORS AND WALLS

Letters . . .

(Continued from page 40)

Industrial Arts Award Contest s, sponsored by the Ford Motor Company. I want to inform you that we have sent these drawings to Detroit to compete against other such drawings done by students in schools throughout the United States.

A. C. MacDonald,
Van Nuys High School,
Van Nuys, Calif.

Consider the Built-in Fan

Sir: You fellows certainly did a wonderful job on the built-in fan article in your July issue. I want you to know how much I appreciate the effective manner in which it was handled.

Holton C. Rush,
Greenhaw & Rush, Inc.,
Memphis, Tenn.

National Home Week Contest

Sir: Does the *American Builder* plan a NATIONAL HOME WEEK promotion contest such as that for last year? Also, on page 108 of the July issue, two manuals on planning Home Week promotions are listed. Are these available?

Winchell A. Royce,
Garden City, N. Y.

► In reply to question one, the answer is yes. We are holding a 1952 *National Home Week* contest. Full details appeared in the August issue. We are glad to send copies of the two booklets on "How to Plan a Successful National Home Week," one for builders, the other for lumber dealers.—The Editor.

Thank You

Sir: I wish to thank you for your two checks for ideas which I submitted to your "How To Do It" column in the *American Builder*.

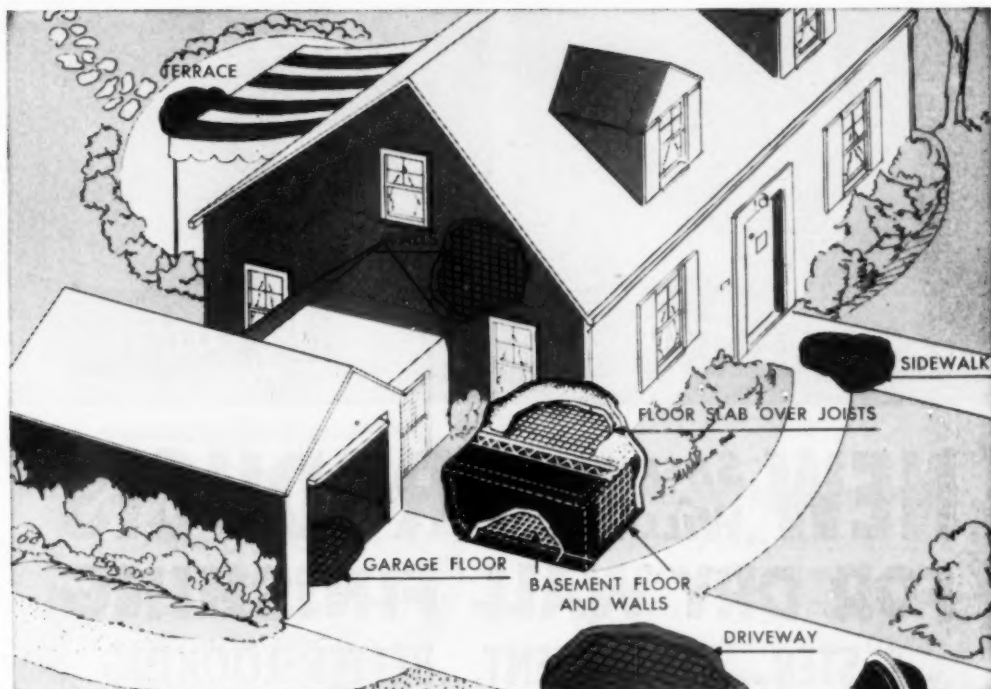
I would at this time like to take out a one year's subscription to the magazine for which I am enclosing a money order.

I think your magazine is a very alert, informative organ and your subscribers who submit ideas really enjoy seeing their ideas out into print aptly and clearly, as yours are.

Fred B. Chott,
Cicero, Ill.

• Letters to the Editor should be sent to 79 W. Monroe St., Chicago 3, Ill. Your comments are invited.

AMERICAN BUILDER



Better Values=Quicker Sales

YOU can build longer-lasting value—enduring beauty, stronger sales appeal—into your new homes by reinforcing all concrete construction with American Welded Wire Fabric.

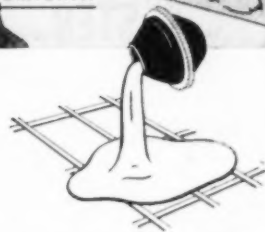
This modern prefabricated reinforcement binds foundation, basement, walls and floors into a solid unit, which resists excessive settling. The common causes of cracked plaster are controlled, thereby minimizing the danger of dampness and seepage, warped floors, sagging

baseboards and other damages that would, in time, detract from the appearance and dollar value of your homes.

Also in terraces, sidewalks, curbs and driveways, the many small, closely spaced steel members of U-S-S American Welded Wire Fabric minimize the effect of crack-causing stresses and strains, prevent unsightly fissures and breaks, hollows and bulges. That means your homes and their surroundings continue to look their best for years,

without undue expense for maintenance and repairs.

Send today for illustrated folders which show how American Welded Wire Fabric reinforcement builds more sales appeal into concrete homes of all sizes and types. Address requests to American Steel & Wire Division, Room 846, Rockefeller Building, Cleveland 13, Ohio.



Every type of concrete construction needs

U-S-S AMERICAN WELDED WIRE FABRIC

reinforcement



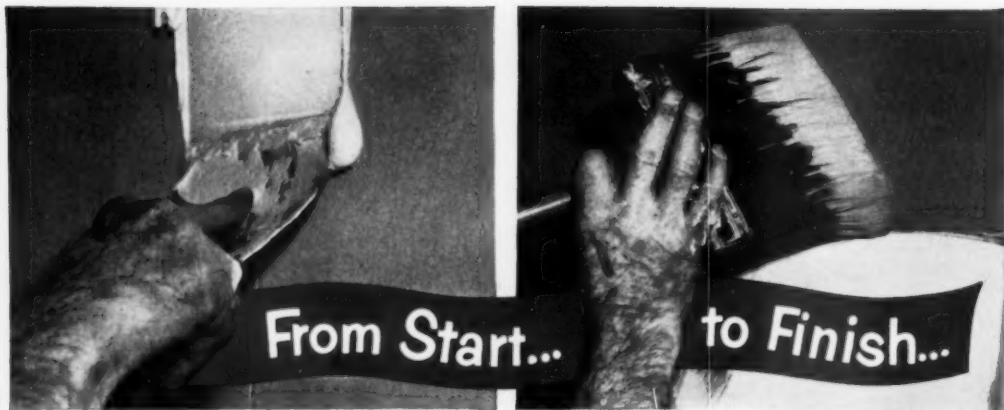
UNITED STATES STEEL
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AMERICAN STEEL & WIRE DIVISION, GENERAL OFFICES, CLEVELAND, OHIO

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UNITED STATES STEEL EXPORT COMPANY, NEW YORK



NEW **SHERWIN-WILLIAMS** PRODUCTS FOR DRY WALL FINISHING FASTER...PERMANENT...BETTER-LOOKING



SILICON JOINT FILLER: Ready-to-use . . . eliminates wasteful joint cement mixing. Works easily . . . requires minimum sanding! This filler adds tensile strength to joints.

SILICON STIPPLE TEXTURE: Brush, roll, trowel it on—then stipple. Possible to get a variety of tough, permanent finishes that hide imperfections.



SILICON MIX: Add to primer and finish coat for sand finish. Consists of specially prepared silica beads that stay in suspension. For best results use in QUALI-KOTE!

QUALI-KOTE WALL PAINT: Fast drying, washable, provides a vapor seal. Adds the final touch of beauty to your dry wall job. Available in an array of colors and white!



**THESE SHERWIN-WILLIAMS PRODUCTS
SAVE MOTIONS, MIXING, MONEY!**

- Hide joints and nailheads permanently
- Save time and labor • Eliminate waste
- Do away with joint shadows

Now you can recommend and use dry wall construction and be sure of a good finished job that will stay beautiful! Five years of research—two years of tests—have proved the Sherwin-Williams Dry Wall Finishing Systems superior! When used as recommended over properly prepared surfaces, these systems provide a permanently sealed joint . . . a durable, washable wall coating in your choice of textures . . . plus a variety of beautiful colors.

For high-quality, dry wall finishing methods, call your Sherwin-Williams representative today. He's listed under PAINT in your classified phone book.

For a copy of our booklet, "Sherwin-Williams Dry Wall Finishing Systems", write . . .



THE SHERWIN-WILLIAMS Co.

101 Prospect Ave., Cleveland 1, Ohio

Talk about EASY HANDLING...

Look what Black & Decker Saws give you!

PLUS

- Abundant Power
- Fast Adjustment
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PLUS

POPULAR PRICES:

- 6" Heavy-Duty... \$26.50
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See Your Building Supply Dealer for a convincing demonstration of Black & Decker Saws and Motors and learn why they're the best value you can get for thousands in a few jobs. WRITE FOR FREE CATALOG.

FOR EASY CONTROL, SURE-GRIP HANDLE IS KEPT MINIMUM DISTANCE FROM BLADE. IT'S CLOSE TO CENTER OF GRAVITY FOR GOOD BALANCE.

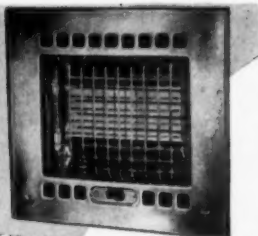
HUSKY DIE-CAST ALUMINUM HOUSINGS GIVE LIGHT WEIGHT PLUS DURABILITY. MAN-SIZE SHOE GIVES FIRM SAWING PLATFORM.



STATIONARY UPPER BLADE GUARD IS DESIGNED SO BLADE MAY BE WATCHED FROM EITHER SIDE. DIRECTS AIR FLOW SO SAWDUST IS BLOWN CLEAR OF GUIDE LINE.

Black & Decker
UTILITY
PORTABLE
ELECTRIC
TOOLS

The Black & Decker Mfg. Co.,
Dept. H-666, Towson 4, Md.



ELECTRIC WALL INSERT HEATERS

Here is a top-quality, economy line of Modern-design auxiliary heaters for any confined area where quick, efficient, low cost "extra heat" is required. Available in many styles, from 600 to 3000 watt capacity. All with new GLOBAR non-metallic 5-year heating elements having added Infra-Red health features. Finished to conform with any interior. UL listed and approved.

ALSO PORTABLE HEATERS & FIREPLACE LOGS

Specify **SHEPLER**
for YEAR 'ROUND
COMFORT...

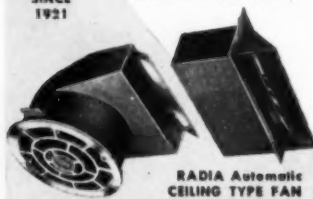
RADIA VENTILATING exhaust FANS HIGH QUALITY • LOW COST

Because they are designed to meet any installation requirement or space limitation, RADIA ventilating fans for kitchens, bathrooms, TV or other rooms have been the choice of leading architects, builders and homeowners for over 31 years! Ceiling, wall, duct, chimney or flue types, in many styles, sizes and outputs. Automatic, pull-chain or remote control operation.

Chrome, white Durenamel or cast aluminum polished grilles.

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**RADIA Automatic
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* DISTRIBUTORS ATTENTION

For PROFITABLE additions to your present lines get the facts on Shepler Ventilating Fans and Heaters. Write for full information today.

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Manufacturing Company
1229 GOEBEL STREET
PITTSBURGH 33, PA.

ON and OFF the RECORD

SLUMS—Many observers including *American Builder* have always maintained that the slum problem could be solved quickly and easily by enforcing local ordinances. National Association of Real Estate Boards which has taken the same stand is now engaged in a campaign to enforce laws locally. Realtors in 111 cities in 32 states are campaigning militantly.

EXAMPLE—Corpus Christi realtors found that they needed enforcement rather than new laws. Using radio, press, speakers before civic groups and caravan tours through neglected areas, they got enforcement that led to more than 1,200 law actions and 100 complete demolitions. Numerous similar results are on record since the campaign started.

NAREB SURVEY—It showed that in 251 cities reporting on housing law enforcement, city ordinances were not being enforced in 58 per cent of the cities before the campaign began.

REINFORCEMENT—With such a good start on the part of the realtors alone, the task of eliminating slums could be expedited greatly with reinforcement from builders and retailers. A united industry demanding enforcement could eradicate slums quickly.

PUBLIC HOUSING—50,000 units were authorized for 1952. President Truman requested an authorization of 75,000 for 1953. Congress set the maximum at only 35,000, and wrote an important rider.

THE RIDER—It is to the supplemental appropriations bill, and reads as follows: "No part of this appropriation (HHFA) may be used for administrative expenses or to pay salaries to any employee within the Public Housing Administration or for any other purpose so long as that agency proceeds with any public housing project after such project has been rejected or previous approval thereof cancelled by the governing body of the locality by resolution or otherwise or by public vote, and the governing body has tendered the United States full reimbursement of Federal funds advanced on such project prior to such cancellation and a release from all obligations incurred under such project."

PROBABLE RESULT—It is believed that the rider will stop PHA from going ahead with a project after it has been rejected locally.

LOS ANGELES M.D.'S—Los Angeles County Medical Association recently issued a bulletin headed, "Socialized Housing is Our Battle Too." It makes three statements then elaborates on them. They are:

1. . . . "proposed housing measure presents a challenge to the medical profession."

2. "The campaign to convince the public that the program provides slum clearance for the needy is completely false."

3. "Socialized housing endangers our democratic processes as much as socialized medicine."

Score one for the M.D.'s. It's up to the housing industry to reciprocate in kind.

RETAIL MARKUPS—A recent survey conducted by the Ohio Association of Retail Lumber Dealers reveals that the average markup on cost by Ohio lumber dealers was 37.5 per cent in 1951. It was 40.1 in 1949 and 38.1 per cent in 1950.

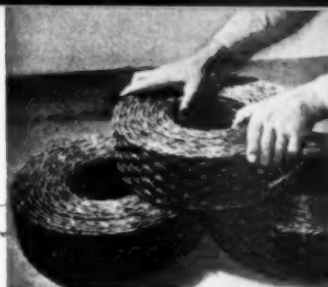
PROFITS—The same survey shows a net before taxes of 6.9 per cent in 1951. This is practically the same as the 1949 figure of 6.8 per cent. Both are considerably less than the average net of 8 per cent in 1950, due largely to an increase in volume of 28 per cent over 1949.

TREND—In general, the survey discloses increasing competitive pressure, a leveling off of sales volume, but a considerable improvement in managerial efficiency.

COST IS COST—We heard a story the other day about an Indianapolis roofer who responded to the frantic appeal of a home owner to come quick and fix a leaky roof. The roofer quickly dispatched a truck with a driver, a roofer and a helper to the scene of the leak. When the crew arrived they found the trouble to be only the owner's failure to close an attic window during a driving rainstorm. The crew closed the window, and the roofer sent the owner a bill for \$18, clearly specifying that he charge was for closing an attic window. Owner kicked, roofer filed a lien on the property. Finally, the owner saw the light, paid the bill, and subsequently did business with the roofer. It pays to stick with your guns when you are right.

HERE'S ANOTHER—Friend of ours with a new automatic shift automobile couldn't start it one morning. Called a service station, and got
(Continued on page 48)

► FOR WALL AND
CEILING CORNERS AND JOINTS
WHEREVER PLASTER IS APPLIED...



Keymesh- NARROW

NEW...ECONOMICAL SOLUTION TO AN OLD PROBLEM!

Pre-formed for Corners...lies flat, too... while Keymesh-NARROW is purposely supplied pre-formed for corners, it still lies flat in the roll and when applied on flat surfaces. It forms easily for corners by merely flexing the cut piece... holds its shape or can be re-shaped if desired. Its narrow width and low cost permit a fast, economical reinforcing job on any location where interior plaster is used... and helps prevent future crack troubles!

SAFE HANDLING...IMPROVES BOND AND REINFORCEMENT

Keymesh-NARROW will not injure the hands, because the smooth selve edges eliminate this hazard. It's galvanized against rust, too. And, the open mesh permits the brown coat to flow through and around the mesh giving a generous bond of plaster to rock lath, insulation lath, etc., imbedding the steel wires... thus making a strong, reinforced section where needed... with an even base for the second coat... and a firm, smooth finish!

SIZED RIGHT...FOR EVERY PLASTER REINFORCING JOB

Keymesh-NARROW is manufactured in 150 foot rolls in several widths. For corners and joints it is made in 4", 5" and 6" widths, 1" mesh, 18 gauge... 4½" and 6" widths, 17 gauge. For joints, also in 6" by 1" mesh, 20 gauge. For reinforcing above large windows and openings, 12" with 1" mesh, 20 gauge is recommended. Keymesh is also available in 3 and 4 foot widths for easy over-all lathing reinforcement practice.

**NARROW WIDTH
CORNER AND JOINT**



KEYSTONE STEEL AND WIRE COMPANY

Building Materials Division Peoria 7, Illinois

KEYMESH • KEYMESH-NARROW • TIE WIRE • WELDED FABRIC • NAILS
KEYSTONE NON-CLIMBABLE FENCE • KEYSTONE ORNAMENTAL FENCE

**WRITE FOR PRICES AND
OTHER INFORMATION ON**

**Keymesh
PRODUCTS**

Newest Tool

to Cut Costs for Builders



This Free Book
shows how Speedmatic Router saves hours on the finely detailed carpentry jobs required in today's houses.



PORTER-CABLE *Speedmatic* **ROUTER** ^{UL}

Latest labor-saving portable tool used by cost-conscious builders is this Speedmatic Router. Like the electric saw, sander and plane, it mechanizes and greatly speeds up many tedious, time-consuming hand operations.

For example, with a Speedmatic Router your men can . . .

- Mortise doors for 3 hinge butts in 1½ minutes
- Cut and fit Formica and other plastic-surfaced board
- Make decorative edges on built-ins, valances, fireplace mantels
- Make precise cut-outs for wall clocks and ventilators
- Rout stair stringers 10 times faster

And that's not all! Send for free booklet showing scores of time and money-saving uses.

Manufacturers
of
SPEEDMATIC
and
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Electric Tools

PORTER-CABLE Machine Co.
7109 N. Salina St., Syracuse 8, N. Y.

Please send complete details on your Speedmatic ROUTER, including free Operating Manual.

Name

Address

City Zone State

In Canada write: Strongridge, Ltd., London, Ont.

On and Off the Record

(Continued from page 46)

prompt service. Service man checked connections, found everything OK. Looked at shift panel, and discovered that friend had lever in "D" position—no start. Shifted lever to "N", and asked for two dollars. Friend was so embarrassed he tipped serviceman two dollars in addition to fee, and said he hoped the experience would remind him to put the damn lever at "N."

NO COMPLAINTS—Since the New Jersey VA adopted its compulsory warranty procedure throughout the state last March 1, it hasn't received a single complaint from a new home owner, reports John S. Wright, executive director of the New Jersey Home Builders Association. This speaks volumes for the plan, which was drawn up by builders themselves and okayed by VA.

LOS ANGELES TIMES—This metropolitan daily recently carried a full-page advertisement entitled, "Is Indecision Robbing You of a Home of Your Own?" The ad cited ten facts in support of home purchasing now. Since most metropolitan dailies carry important real estate and home builder advertising lineage, many of them might be interested in a similar house ad of their own, particularly in connection with NATIONAL HOME WEEK. Why not ask your local newspaper editor?

RIGHT TO STRIKE—Guaranty Survey of the Guaranty Trust Company of New York asks the question, "Will Labor Yield a Cherished Right?" It then says, "By organizing and bargaining industry-wide, labor unions in essential industries may be risking the right to strike because the impact of a strike on the entire national economy becomes socially intolerable."

MONOPOLY—"Experience," continues the Survey, "is making it increasingly clear that labor monopoly is as inimical to free enterprise as any other kind of monopoly. Again after 62 years the nation is facing the necessity of choosing between regulated monopoly and free competition. In the Sherman Act the vote was cast for free competition." Monopoly is never good for anyone, including the monopolists, and the time is drawing near for an equitable solution of the labor monopoly.

BRAB—That's Building Research Advisory Board—has completed a year-long study disclosing numerous conservation measures which it is stated would make significant savings in material and other costs.



Nation-wide survey answers a question important to YOU

Question: Which vinyl-asbestos flooring
Wins the greatest User Preference?

ARISTOFLEX

Here's why

Can be installed on, above, or below grade This is possible because Aristoflex is vinyl-asbestos from top to bottom with no felt backing. It is tough, durable, flexible. So, you can specify Aristoflex as a multi-purpose flooring, ideal for practically all installations.

Rich, new CORONATION COLORS

The bright, sharp colors of Aristoflex are outstanding. Colors and marbleization go clear through each tile. Aristoflex maintains its sparkling beauty for years and years. You must see samples to appreciate the superior colors of Aristoflex.

Greaseproof Greases, bleaches and turpentine cannot deteriorate Aristoflex. It is really greaseproof. And Aristoflex cleans easily — never needs waxing. It's smooth, non-porous surface sheds dirt, wipes clean with a damp mop.

Unchanging Quality Aristoflex is made from carefully selected and tested raw materials. It is manufactured under a rigorous method of control that assures a uniform high standard of quality. You can always specify Aristoflex with full confidence that it will meet your most exacting requirements.

LOW COST Standard-gauge Aristoflex is comparable in price to greaseproof asphalt tile, yet it is far superior. Thus, you can give your clients the many advantages of modern vinyl-asbestos flooring at a price that meets the requirements of even low-budget projects. Aristoflex is also available in the $\frac{3}{8}$ " heavy-duty thickness.

Keeps installation costs at a minimum Aristoflex requires no special cements, ordinary asphalt tile adhesives do the job. And standard-gauge Aristoflex cuts clean with a torch. It lays in tightly, immediately, because of square corners, clean edges and flexibility. Installation is fast and easy, cutting labor costs.

Resists acids, alkalis, petroleum, fire A high percentage of those questioned reported this resistance a prime factor in the wide acceptance of Aristoflex among builders and home owners alike. More and more users are demanding this and the other inherent characteristics of vinyl-asbestos in the floors they buy.

Resilient -- Good Sound Absorption Because Aristoflex is resilient underfoot it is comfortable and quiet to walk on. These properties make Aristoflex especially desirable for institutions and office buildings.

QUALITY CONTROLLED

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Good Housekeeping
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TECHNICAL GUIDE for Builders and Craftsmen

How an Attic Was Transformed into Luxury Living Space



Photo: Courtesy Wood Conversion Co.

Typical attic space used for storage of miscellaneous items

THIS unused attic area was quickly converted into an attractive bedroom, den, study or child's room.

Before remodeling the space was used for the storage of a miscellaneous assortment of odds and ends. This same space is shown in its completed form as a combined bedroom and study. Walls and ceiling are finished in insulating board plank, with accent areas such as the egg-crate arrangement of shelves on both sides of the couch, book shelves and built-in desk finished in pine trim to receive paint.

A number of interesting features that save space were introduced. The slope of the roof permits a portion of the couch to roll back into the unused space, thus affording comfortable seating space until the bed is pulled out at night. The table top has the same form as the egg-crate shelves. The top is hinged at the bottom of the shelves and swings up into a closed position when not in use.

All walls and ceilings are insulated with double-thick

(Continued on page 52)



Same space in its completed form

Photo: Courtesy Wood Conversion Co.

Why does "rain" often form inside roof spaces of a crowded store or school? (pages 19, 32)
Why does moisture gather on a water-and-vapor-proofed concrete floor? (page 32)
Why is it wrong to vent cold roof spaces to a warm inside space? (page 33)
Does a concrete floor slab lose heat only at the edges? (page 40)
In what direction does heat flow by Conduction? Convection? Radiation? (pages 11, 15)
Do "dead air spaces" exist with respect to heat flow? (page 16)
Why do metals radiate and absorb less heat than wood, plaster, rockwool? (pages 13, 46)
Why replace low-conductive air with denser materials of greater conductivity, i.e. ordinary insulation. (pages 11, 13, 14, 29)

**The answers to these and numerous other problems
of heat and vapor flow are found in the pages of
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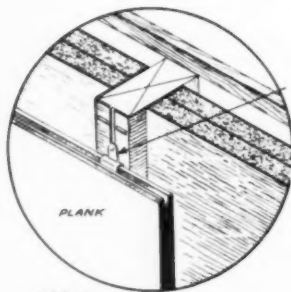
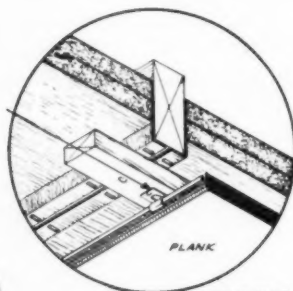
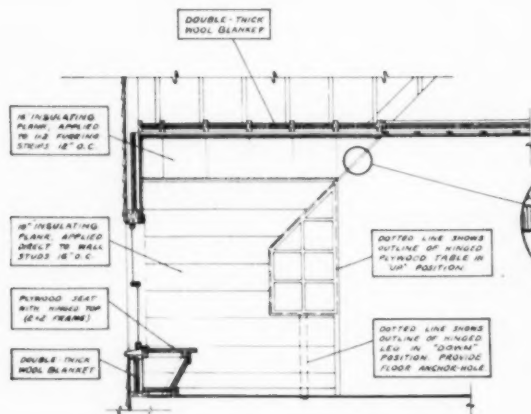
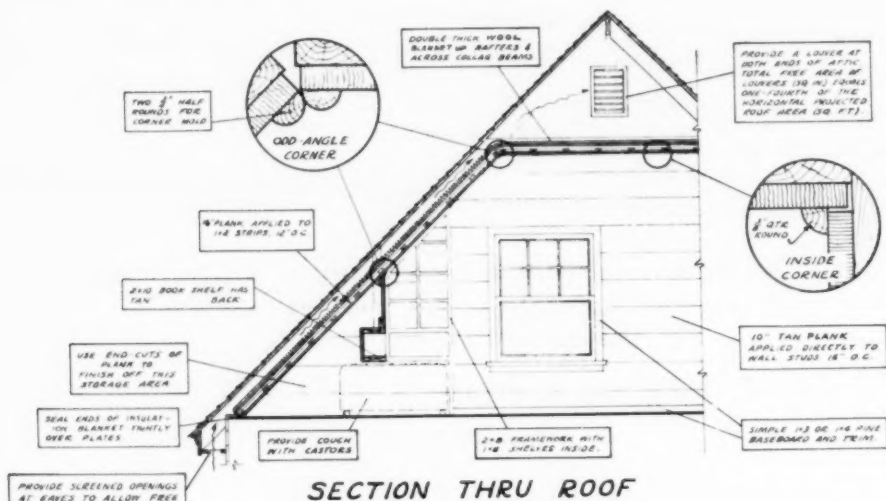
TECHNICAL GUIDE for Builders and Craftsmen

How an Attic Was Transformed ...

(Continued from page 50)

blanket insulation. Metal clip is secured to inside face of studs and to furring strips nailed to ceiling joists. These

clips hold plank facing tightly to framing without being exposed in the room.



Sectional and detail drawings showing necessary changes required in making conversion

Details Courtesy Wood Conversion Co.

My Sales Strategy— Quality-Constructed Houses COMPLETELY EQUIPPED WITH Westinghouse Appliances



Shawcrest Park homes feature 8-cu ft. Westinghouse Refrigerators, Speed Electric Ranges, Dishwashers, Laundromats, and Clothes Dryers (all included in the purchase price of \$14,250 for a 3-bedroom home). Builders: Shawcrest Builders, Inc., Morris M. Shore, President.



...of course, it's electric!

...Says Experienced Morris M. Shore, Prominent Long Island, N. Y. Builder

"My experience in home building during the past 18 years has proved to me the value of supplying homes with the best available electric appliances, as well as the highest standard construction materials.

"This policy has become more important during the past few years because of the increasing demand by home purchasers for complete kitchen and laundry equipment, as part of the basic dwellings.

"In my new Shawcrest Park home community—which opened this July in Wantagh, L. I.—I have used Westinghouse Refrigerators with Freeze Chests, Dishwashers, Electric Ranges, Laundromats® and Clothes Dryers. This resulted in an unusual amount of interest among homeseekers.

"I chose Westinghouse Appliances because of their durability, reliability of service, competitive price, quick delivery and immediate repair insurance by local service bureaus.

"I also find that home purchasers are familiar with the Westinghouse name and will ask for it more often than any other brand."

If you, Mr. Builder, are looking for a sure-fire merchandising and sales program for your homes, look to Westinghouse. Contact your Westinghouse Distributor or write direct.

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FROST FREE*



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WASTE AWAY®



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SAVES TIME**



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Porch Post? Rail? Coffman Ornamental Iron looks better than wood or brick ... costs less ... and lasts forever. Coffman Ornamental Iron lends itself to any type architecture, has a rapid consumer turnover and makes possible greater profit for both the dealer and contractor. Installation is as simple as ABC.

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... at Lumber and Building Supply dealers everywhere. Stock sizes to fit any porch.

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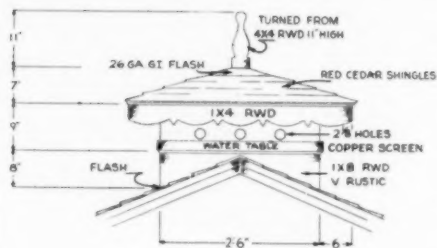
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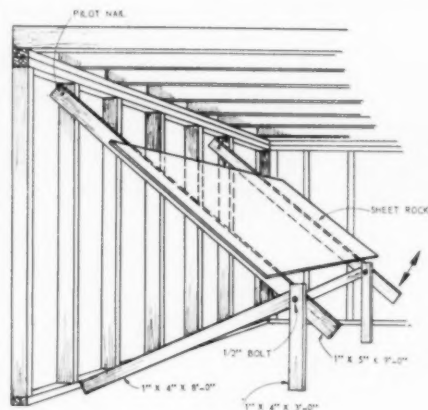
TECHNICAL GUIDE for Builders and Craftsmen

Cupola for Garage Roof



plumb like commons against a 2x2 inch pole.—J. G. Caldwell, San Mateo, Calif.

A One Man Method for Dry Wall Application

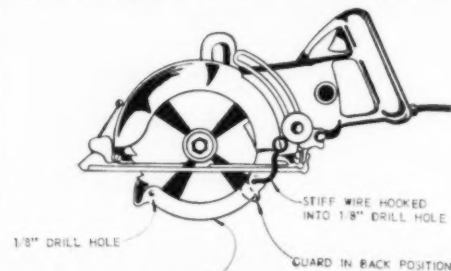


This cupola is designed for use on the roof of a ranch-type house having a 5-12 pitch or better. Placed over the garage portion of house it helps to break up the long, plain roof surface. The water table should be kept as low as possible to just clear the ridge board of shingles. The four hips are cut

The sketch, left, shows a method for applying dry wall panels on a ceiling with the aid of a simple jig.

The jig is made of a number of 1-inch-thick boards of sizes as indicated in the sketch. Each frame is secured to studs at ceiling line and butted against bottom plate at floor. Frames are placed about five feet apart. Sheets of material are placed on the frame and lifted into position at ceiling line.—R. H. Williams, Salisbury, Vt.

How to Adjust Power Saw for Special Work



GUARD IN FORWARD POSITION
wire in hole, complete saw cut and return to original position.—Andrew J. Tauke, Dyersville, Iowa.

Often when attempting to saw $\frac{1}{8}$ inch from the end of a stud or rafter the sawed sliver becomes jammed in the guard.

To prevent this condition, loosen the screw as illustrated, insert a short length of wire, one or two inches long; drill $\frac{1}{8}$ -inch hole in the lower end of the guard. Pull guard back, insert



The outstanding durability of colorful Kentile is well known to both builders and buyers...makes homes look better...last longer...sell faster

Kentile helps sell small homes faster

Prospective buyers see and are sold by the beauty of Kentile Floors... know all about the extra years of service... the easy-cleaning advantages. Builders know that Kentile lowers construction costs... raises quality. And, both buyers and builders know that the nationally-advertised name is a plus selling point for resale as well as original purchase.

Kentile goes down speedily, economically... over any smooth, firm, interior surface... even below

grade over concrete in direct contact with the earth. Once down, Kentile's wide range of modern colors are part of the floor for its long life... they can't wear off because they go clear through to the back of each tile.

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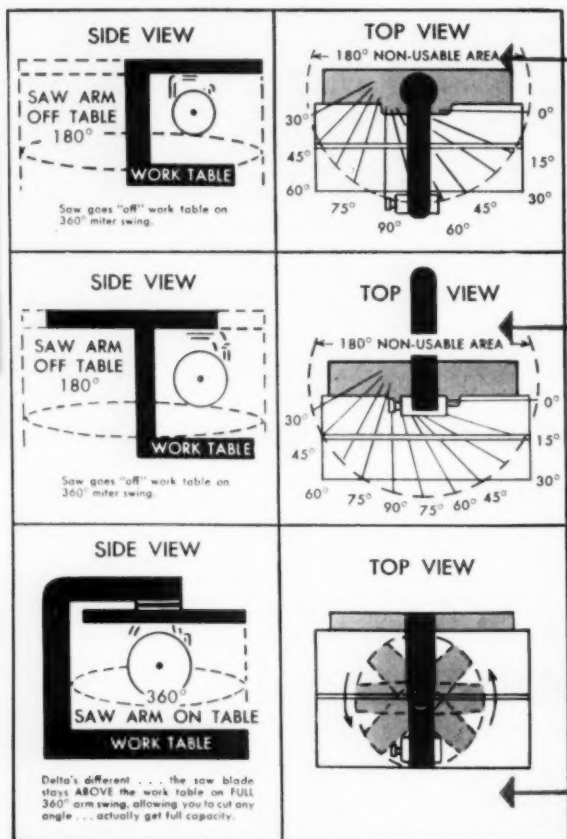
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The Only Completely New Saw is the Revolutionary **DELTA** 12"-14" RADIAL SAW

**ONLY THE DELTA CAN GIVE YOU ALL THE
ADVANTAGES OF 360° "TURRET" ACTION!**



Some Radial Saws Have a Solid Arm

These saws have a stationary arm that pivots 360° around the support column. *Advantage*—the saw can be placed against the shop wall, saves floorspace. *Disadvantage*—the arm projects beyond the front of the table, interferes with the operator on many cuts. In addition, the saw pivots away from the work and off the table, limiting miter and productive capacities.

Some Radial Saws Have a Sliding Arm

These saws have a sliding arm that also pivots 360° around the support column. *Advantage*—the arm is out of the way on most cuts, work table is clear. *Disadvantage*—the machine requires twice the floor space and the operator must pull the entire arm. Like the solid-arm machine, the saw pivots away from the work and off the table, limiting miter and productive capacity.

Only DELTA'S Exclusive "Turret" Action, Above the Work Table, Permits Cutting in All Directions!

Delta's long-awaited new design brings you all the advantages of other types, and eliminates all of their disadvantages. It sets up against the wall in crowded shops, saves floor space, permits straight line materials handling. Work always moves on a level table.

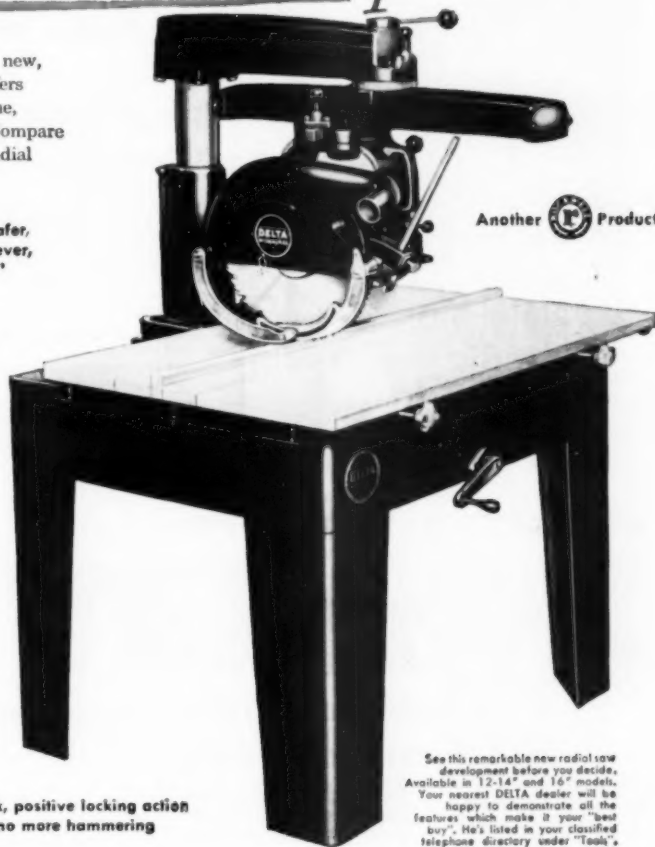
The exclusive DELTA 360° turret action enables you to pivot the arm parallel to the guide fence, provides a clear work table when needed. Most important of all, DELTA's pivot action moves the saw toward the work, gives you full saw travel at any angle, allows cutting in all directions, right or left, above the table.

On any count, the new DELTA is the most practical radial saw you can buy.

on the Market Today

Once again, DELTA does it first! An all new, completely redesigned machine which offers more than any comparable model in value, service, flexibility, safety and long life. Compare these *exclusive* features with any other radial saw in the same price field.

1. Only Saw With All Controls in Front—safer, easier to operate, because every lock, lever, crank and calibrated scale is "up front."
2. 14" Saw Blade Cuts $4\frac{3}{4}$ " Deep—unmatched capacity, more than most radial saws—blade not only cuts deeper but lasts longer.
3. One-piece Aluminum Safety Guard—covers the entire saw spindle for added safety, includes lower safety guard leaves.
4. Enclosed Lifetime Trackways—glass-smooth, hardened surfaces minimize roller friction; carriage travels more easily, rolls much faster with less effort.
5. Sensational New "Lo-Rise" Motor—powerful direct drive, totally fan-cooled motor furnished in 2 and 3 HP.
6. Quick-Set Stops at 30°, 45°, 60° and 90°—takes but a few seconds to set saw at these commonly used bevel and miter positions.
7. Front Guide Fence Controls—offer quick, positive locking action when changing guide fence positions; no more hammering of wedges to remove the guide fence.



Another  Product

See this remarkable new radial saw development before you decide. Available in 12-14" and 16" models. Your nearest DELTA dealer will be happy to demonstrate all the features which make it your "best buy". He's listed in your classified telephone directory under "Tools".

There's a Delta Power Tool for Your Job—

WOOD OR METAL WORKING

53 MACHINES • 246 MODELS • MORE THAN 1300 ACCESSORIES



Delta is the only radial saw that offers a complete range of right- and left-hand miter cutting—with safe, normal pull action.



Big capacity . . . saw will cross-cut 25" wide on 1" thick, 22" wide on 5" stock . . . will rip to center of 27" wide panel.

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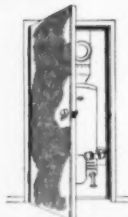


HOW TO CUT DOOR And FRAME COSTS

WAY DOWN!



Use VMP flush steel doors between garage and house. Fireproof!



Use VMP flush steel doors for utility heating rooms. Fireproof!

VMP all-in-one piece steel frames require no on-the-site assembly

Pre-welded into complete one-piece assembly with butt hinges welded into the frame. Tack welded spreader channels maintain shape during shipment. Buck shapes for all wall construction.

Use VMP flush steel doors throughout house. Never warp, sag or crack! No customer complaints. No costly call-backs to repair doors or frames.

FREE: Architect's and builder's manual illustrated with two-color isometric drawings gives valuable door and frames cost cutting data. Send for your personal copy—yours without charge. Just write "VMP Steel Doors and Frames" on your letterhead or card, and mail today to Dept. AB-9

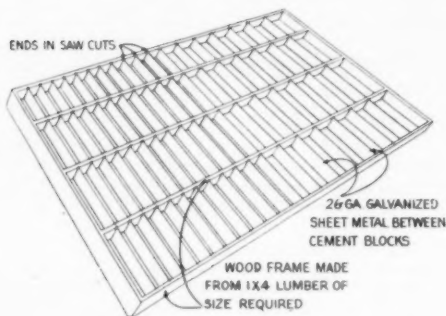


VIRGINIA METAL PRODUCTS CORPORATION

1112 First National Bank Building
Pittsburgh 22, Pa.

How would you do it? Ideas for the man on the job

Concrete Blocks in Assorted Sizes

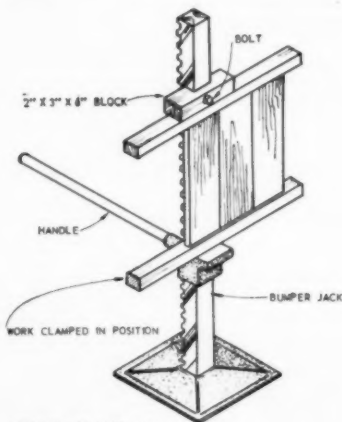


The sketch indicates a form for making cement blocks in assorted sizes. Blocks of this size often come in handy on jobs where the block of standard size is too large or too small.

The form will provide blocks in four different lengths and in two widths. The form can be built according to the builder's needs.

The wood frame is constructed of 1x4's, and the dividers between blocks are made up of 26-gauge galvanized sheet metal with the ends set in saw cuts in the 1x4-inch frame. The frame is nailed to a metal bottom.—Arthur N. Nelson, Kansas City, Mo.

Car Jack Used for Clamping



BASE MAY BE LEFT OFF IF DESIRED.

Here's how to adapt the car bumper jack to serve as a clamp to hold freshly glued parts together. A notched block, preferably of hardwood, is bolted to the top of jack. Base may be used as a stand or it may be removed when it is unnecessary.—Os Johnson, Spokane, Wash.

AMERICAN BUILDER

**NO BETTER SHINGLE VALUES
ON THE MARKET TODAY!**

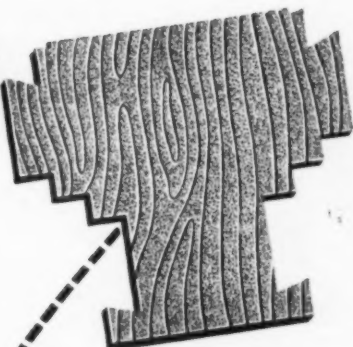


**DOUBLE COVERAGE
—all-purpose**

Tops for new construction or re-roofing, for farm and commercial buildings, churches, schools and homes. This heavy duty, interlocking shingle puts more than two layers of shingles over the entire roof area. And it stays put come high winds or heavy weather! Fire-resistant of course. (230 lbs., 120 shingles, 3 bundles—per square.)

**SINGLE COVERAGE
—re-roofing**

It's built like its big brother and cut from the same heavy sheet. The difference is in the cut, which provides greater exposure, thereby requiring fewer shingles. It's the same interlocking type with concealed nailing at four points—ideal for long life, low cost re-roofing. It goes on right over old shingles and stays put! Like Double Coverage—it comes in plain or textured surface, attractive solid colors and beautiful color blends. (170 lbs., 96 shingles, 2 bundles—per square.)



TEXACO'S TIME-TESTED, TOP-PERFORMING

TEX-LOK

asphalt shingles

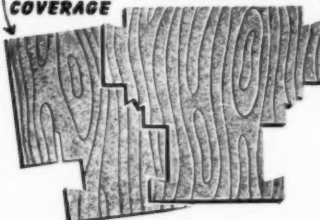
Here's one type shingle that will answer a great majority of your customers' needs—for old or new construction—and especially for high-wind areas where locked-down construction is a must. Show and sell TEX-LOK—Single or Double Coverage. You'll turn more roofing prospects into customers with these shingles that carry the name millions know and trust—Texaco.

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TEX-LOK shingles are available in the areas served from roofing plants located at Lockport, Illinois; Port Neches, Texas; and Port Wentworth, Georgia.



DOUBLE COVERAGE SINGLE COVERAGE



**In the Northeast
it's TEX-LATCH**

Tex-Latch is similar to Tex-Lok except in methods of locking tabs. Double Coverage: 230 lbs., 120 shingles, 3 bundles—per square. Single Coverage: 170 lbs., 96 shingles, 2 bundles—per square. Tex-Latch shingles are available from the Edge Moor, Delaware roofing plant.



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Builders Are Saying - -



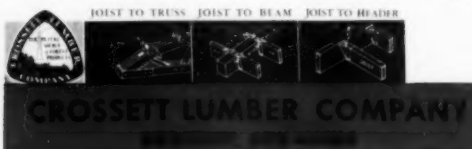
Let's use **CROSSETT** Timbers—We can Get Them **NOW!**

Big mill production at Crossett equips you to meet the crucial need for heavy and light construction—promptly. Architects, engineers and contractors are discovering that timbers and piece stuff adequately meet load specifications including those for long spans.

CROSSETT Heavy Timbers Meet Engineered Specs

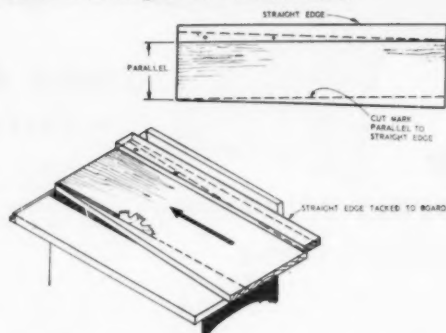
Experience has proved that engineered timber construction also withstands emergency winds and seismic loads. It resists combustion, free from the hazards of load-bearing collapse under extreme heat. All Crossett timbers are engineered to specified stress values for timbered or laminated truss designs. Excess safety factors are provided with Taco ring connectors and grids. Timbers available in untreated, Wolmanized® treated and creosoted stock. For data and information, address Crossett Lumber Company.

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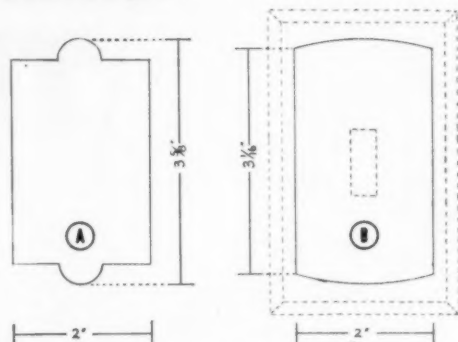
How would you do it? Ideas for the man on the job

To Cut a Taper on Table Saw



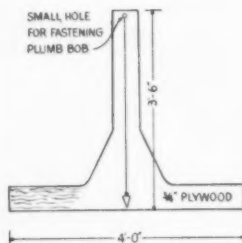
Mark the board on which the work is to be done. Tack straightedge parallel to mark with the straightedge guiding work along the rip fence.—Werner Kraatz, Santa Cruz, Calif.

How To Make a Convenience Outlet Template



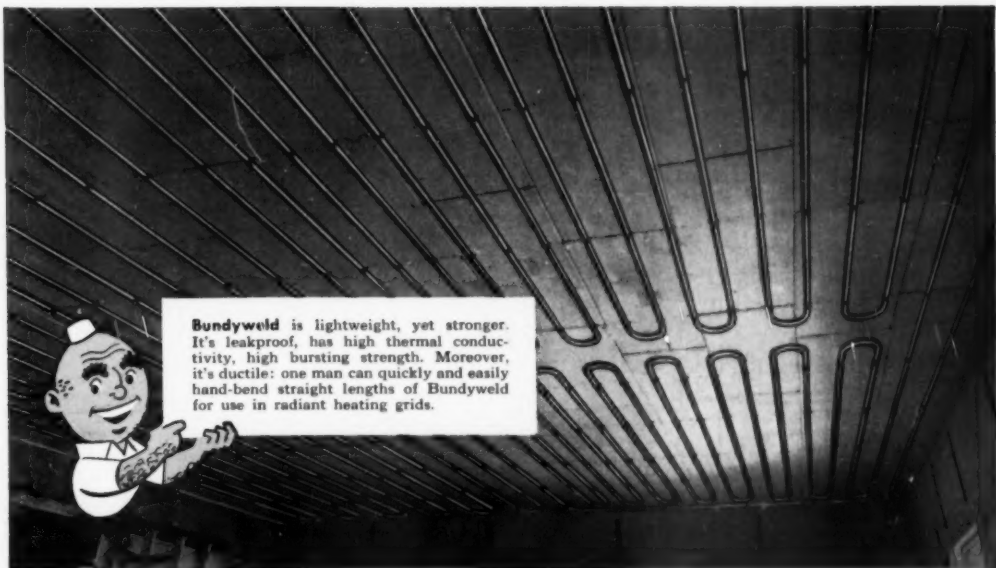
Instead of trying to cut holes in gypsum board to fit convenience outlet boxes as indicated on sketch at (A), it will be easier and quicker to cut holes for the same as shown at (B). The finish plates are 2 3/4 x 4 1/2 inches so they will cover.—J. G. Caldwell, San Mateo, Calif.

Level Made from Plywood



A simple level may be made from 3/4-inch plywood. A carpenter's square is used in marking a center line as guide for plumb bob. Before marking, reverse position of level to check line. A small hole is bored near top of line for fastening plumb bob.—Arthur N. Nelson, Kansas City, Mo.

AMERICAN BUILDER



Bundyweld is lightweight, yet stronger. It's leakproof, has high thermal conductivity, high bursting strength. Moreover, it's ductile: one man can quickly and easily hand-bend straight lengths of Bundyweld for use in radiant heating grids.

Build new sales appeal into your houses with Bundyweld Ceiling Radiant Heating



Key to Low Cost

Bundyweld is the only tubing double-walled from a single strip. It's steel, copper-coated inside and out. It gives finest radiant heating performance, with savings up to 50% on material costs and installation time.

Standard 20' or 24' lengths of Bundyweld are easily formed into coils in shop or on job site. Expanded ends (furnished when specified) are quickly soldered into leak-proof union. Joined, lightweight coils are easily mounted onto ceiling, quickly plastered over.

Think of telling a new-home prospect *his* house is free of sooty registers and radiators, free of heating drafts, free of the annoyance of streaked walls and ceilings.

Sound selling points? You bet they are, and that's only the beginning: houses built with Bundyweld Ceiling Radiant Heating offer air that's clean and fresh as spring, lower operating costs, and reduced housekeeping chores as well.

Beginning only recently, Bundy ads in *Better Homes & Gardens* and *American Home* have featured a coupon offering a free "Home Owner's

Guide to Bundyweld Ceiling Radiant Heating." Since the offer began, almost 20,000 have been sent out to prospective home buyers!

These people want to know more about today's most advanced, practical heating method; they want to know the names of builders and architects using it.

Put your houses squarely in the path of this quickly growing interest. Put your houses years ahead of competitive houses. Send the coupon below for details on Bundyweld Ceiling Radiant Heating and Bundyweld Tubing!



Bundyweld
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BUNDY TUBING COMPANY
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- ☐ Send free 20-page nontechnical brochure explaining Bundyweld Ceiling Radiant Heating.
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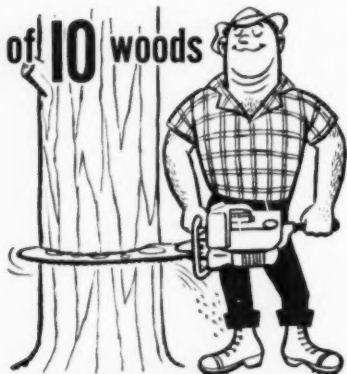
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one of 10 woods



from the **WESTERN PINE REGION**



"The pick o' the Pines"—light-colored, fine-grained, suitable for all high-quality exterior and interior uses. Excellent workability—cuts to clean edges and contours. Takes stain, paint, enamel beautifully. Tight, sound knots make it very popular for knotty paneling.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.



THESE ARE THE WESTERN PINES

IDAHO WHITE PINE
PONDEROSA PINE • SUGAR PINE

THESE ARE THE ASSOCIATED WOODS

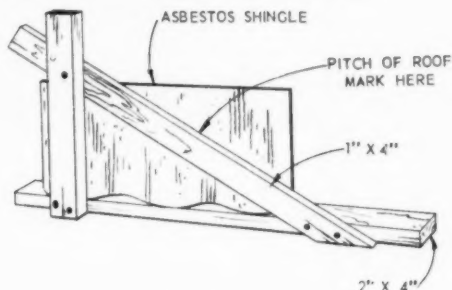
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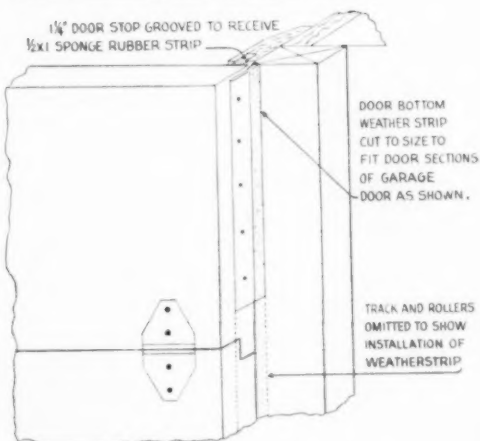
How would you do it? Ideas for the man on the job

Jig for Fitting Shingles on Gable



This jig will save much time when marking the angle cuts on asbestos shingles. The bottom 2x4 shall be four feet long with the upright member one-half the length of the other. These are braced with a 1x4 which represents the pitch of the roof. To mark off shingle, make a pencil mark where cut is to be made and then move the shingle along the bottom 2x4 until the mark lines up with the upper edge of the 1x4 member. Care must be exercised to see that the first shingle is nailed on perfectly level.—Herbert E. Fey, New Braunfels, Texas.

Weatherstripping Garage Doors



Sketch above indicates two methods of weatherstripping upward-acting garage doors. This makes for a better and tighter fit and also cuts down excess friction from stop-pressing on face of door.—Paul R. Kersten, Greensbury, Pa.

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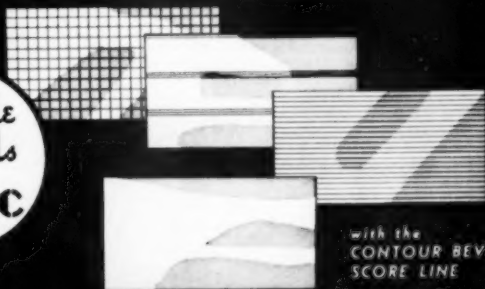
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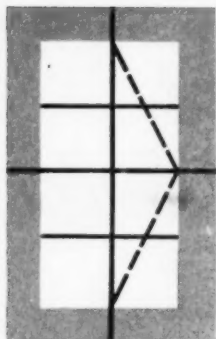
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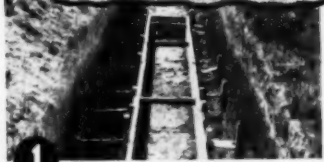
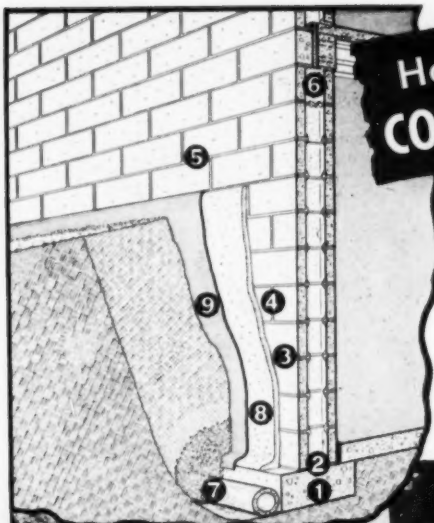
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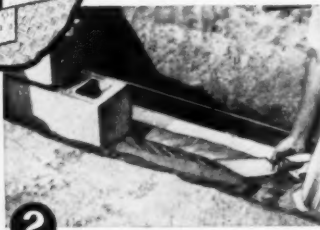
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How to Build a Watertight CONCRETE BASEMENT WALL

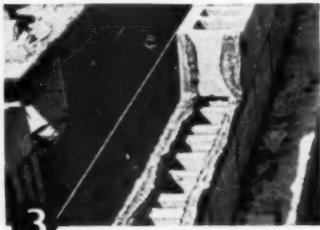
In most sections of the country an overwhelming majority of home owners want a basement—and they want it watertight. Remember, it costs far more to repair a leaky basement than it does to build it watertight in the first place. Leaky basements do more than annoy and inconvenience home owners; they also discredit the builder. Here's how to build a watertight basement wall with concrete masonry.



1 Build cast-in-place concrete footings at least 16" wide and 8" thick. Make sure they are carried to firm soil below the frost line.



2 Using mortar of good quality, place a full bed on the center of the footing prior to laying the first course of concrete block.



3 Lay succeeding courses of concrete block plumb and level, using horizontal and vertical face shell bedding as pictured above.



4 Apply mortar to vertical face shells of one end of next block to be laid in the wall and then press the block firmly into position.



5 Since the wall is only as strong and as watertight as the mortar joints be sure to compact all mortar joints with a jointing block.



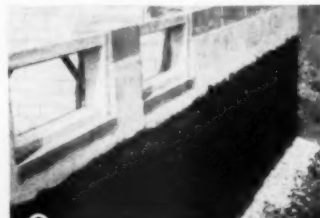
6 Use a solid top concrete block or fill the cores with concrete in the last course in the wall that will support the floor slab or joists.



7 Except in dry climate or well-drained soil lay drain tile around outside of footing and cover with 12" to 18" of coarse gravel.



8 Apply two 1/4" coats of portland cement plaster to earth side of wall from 6" above finished ground line down to the footing.



9 Brush 2 coats of hot bituminous material over plaster. Brace wall with first floor and connect drain tile to outlet before backfilling.

Write for free information sheet on building watertight basement walls. Distributed only in U.S. and Canada. Address Dept. 9-3.

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THE ANSWER MAN

Q: *I'm disgusted. I want to use a fireproof sheathing next time. Any suggestions?*

A: Certainly. Use one made of gypsum. Gypsum is rock—it cannot burn.

Q: *What's it covered with?*

A: A tough, heavy paper that's...

Q: *Hold it! I've heard about that cover. They say that it can't be stored outdoors.*

A: Outside storage on the job is no longer a problem. It was licked by modern research—like a lot of other old-time building material bugs. Today's gypsum sheathing is water-repellent—sheds water like a duck!

Q: *How about the wind resistance?*

A: Gypsum sheathing is tongued and grooved—locks together as tight as a drum.

Q: *Can it hold building paper satisfactorily?*

A: You won't even need building paper with it—unless a local building regulation requires it.

Q: *How about wastage?*

A: Little or none—because every cut-off piece, regardless of size, can be used. 1000 square feet of gypsum sheathing covers 1000 square feet of surface.

Q: *Fireproof, windproof, waterproof—I suppose you'll tell me it's ageproof.*

A: No, but I can show you letters from builders who have reported no deterioration or loss of strength of gypsum sheathing that was installed 25 years ago. And in the recent Topeka floods, gypsum sheathing was one of the few building materials that withstood devastation.

Q: *Now what about insulation?*

A: You'll get adequate insulation in most cases. Besides the amount provided by the gypsum sheathing itself, you must remember that you always use a finish too, like siding or shingles or brick. This combination, plus the air pocket between, provides good insulation.

Q: *What size does it come in?*

A: In the giant size—for large surface application—2' x 8', 1/2" thick. One man can handle a sheet with no trouble. It goes up fast, 16 square feet at a time; and easily—only 4 to 7 nails required; and it can be scored and snapped right on the studs.

Q: *Any other features?*

A: Gypsum sheathing won't warp, buckle or shrink. It defies dry rot, termites and other evils that vegetative building materials can't resist. You must remember that gypsum is not vegetable, but mineral. It's rock.

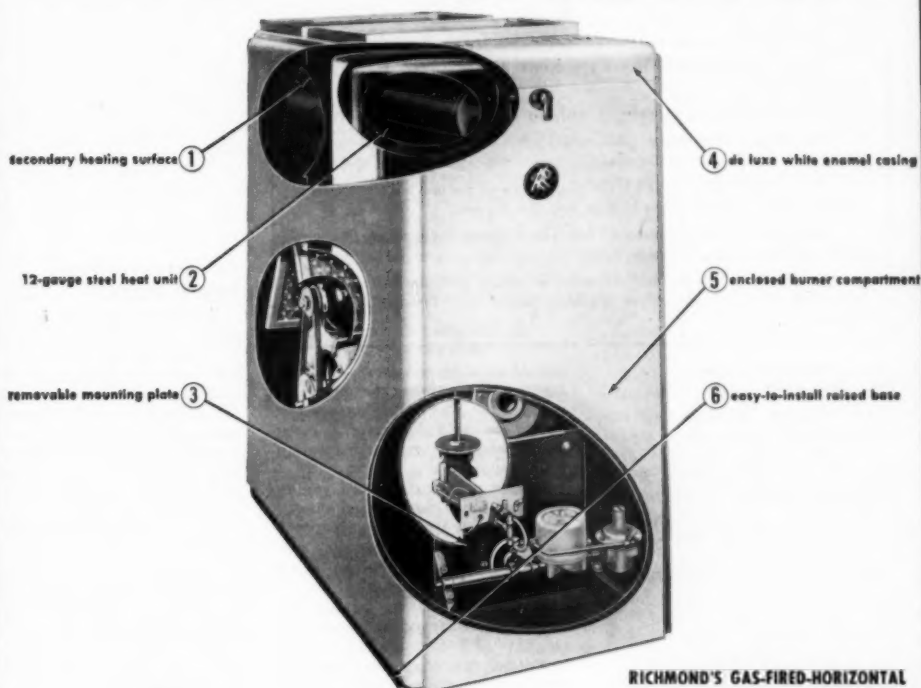
Q: *It's everything I've wanted. Is it economical?*

A: It's the least expensive sheathing on the market, as low as 50% less than other sidewall sheathing costs. This is a proved fact!

Q: *I'm sold. Where can I get it?*

A: Anywhere in America, because it's made throughout the country. And because it is manufactured under quality control, you'll never have the problem of various grades of gypsum sheathing. Every sheet is identical. Ask for it by this brand name—Weather-Shield Gypsum Sheathing, one of a great line of building materials produced by Certain-Teed Products Corporation, Ardmore, Pennsylvania.

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As many questions and answers as space permits will be published monthly in *American Builder*, under the head—"Ask The Experts."

How to Extend the Life Of a Slate Roof

My problem is extending the life of a large slate roof on a junior college building. I first thought of using hot pitch. What would you suggest? The building is quite old.

A. L. O., Cranford, N.J.

We recommend that you consult a competent and reliable roofer for a complete examination of the condition of the existing slate. If the slate has softened to the extent that it is in a sealy condition and is no longer solid enough to bear the weight of approximately 100 pounds, we believe that the only sage and economical solution is the application of a new slate roof.

If the slate shingles are still sound, we would recommend that they be brushed lightly with linseed oil which has been thinned with turpentine. Linseed oil will have a tendency to darken the roof and temporarily preserve the material. This, of course, is not permanent and within two or three years another application of linseed oil will be required.

We do not recommend the use of pitch or asphalt compounds as these materials have a tendency to harden and thereby close up the existing joints between the slates, which, in turn, dams off the natural flow of water.

North Bangor Slate Co.

Advice on Building Fixed Sash for Double-Glazed Window Wall

I am a carpenter and builder and have received a great many helpful ideas from American Builder. I am planning to build a home using double glazing for window walls. I would use 2x6's or 2x8's for uprights and hori-

zontal window members. The uprights are to take the place of studding. The outside panes would be held by glazing compound and the interior panes by wood stops.

Is this practical for Wisconsin climate? How much space should there be between the exterior and interior panes? What is the proper way to ventilate so as to eliminate condensation?

I plan on using 24x36-inch glass, double strength, setting the uprights 36 inches apart to act as studding, the cross members 24 inches apart, three panes high or six feet. Should there be openings between each pane and then open top and bottom or should there be openings for each pane? How large should these openings be and how many? Should the vents open inside or outside?

A. K., Reedsburg, Wis.

Your plan to use 2x6's or 2x8's for uprights and horizontal members for the window wall frames allowing the studs or uprights at the jambs to serve a dual purpose is excellent. Your method of applying the two thicknesses of glass, the exterior pane held by glazing compound and the interior pane by wood stops is also good. The distance between the two thicknesses of glass should not be less than one inch. This method of window construction can be used in any climate.

To make the space between the two thicknesses of glass effective as an insulator, it should be sealed as tightly as possible. The infiltration of air between the glass wall will cause condensation. This is the very thing that you are trying to avoid in applying double glazing.

It would be advisable to provide for ventilating sash in the unit. With

a series of units alongside of each other to form a window wall, one of the sash in each unit should be hinged at the top to swing upward, either out or in. This is called the hopper type. Swinging the sash out forms a canopy and prevents rain from entering the room when the sash is open. This is the preferred method.

Calculations on Rafter Lengths and Cuts

I have a hip roof to cut, the length and width of which may vary but the pitch is 8/12. I would like to have you show me the mathematics involved to calculate the length per foot of run of the main rafters, the hip or valley rafters, the jack rafters, cripple rafters and how to get the side cut of jack rafters, hip rafters and cripple rafters.

F. P., Philadelphia, Pa.

The answers to these questions and many others relating to lumber framing problems, rafter lengths and cuts are contained in the *American Builder* booklet titled "Construction Lumber." This is a reprint of articles which have appeared in past issues on this subject. The booklets are available from *American Builder*.

Suggestions for Solution to Moisture Condensation Problem

During the summer of 1951 I built a house with gypsum board interior wall finish, reflective moisture barrier paper on the inside of the studs, wood sheathing, building paper and asbestos shingles on the outside. Interiors of all the rooms are painted with rubber base paint.

As the winter months advanced I found that I had a very serious problem with condensation on all of the windows and on the outside walls of the northwest and southwest bedrooms. I put storm sash on all windows except the bathroom downstairs and the two bedroom windows upstairs. One of the rooms upstairs is finished and there is no trouble with condensation on the walls there but the unfinished room collects moisture which forms as frost and ice on the nail heads and boards. When this thaws out, it drops in water form to the floor. I lowered the window about two inches but

that does not take care of the matter unless the connecting door to the other room is left open.

There is a space gas heater, vented, in the living room, an unvented gas refrigerator, an unvented apartment size gas range, an unvented table top gas hot water heater and an unvented bathroom wall gas heater. Also, the closet under the stairway has an open ceiling.

The dehumidifier being used collects about two quarts of water on cold days. I notice an increased amount of humidity on wash days as it does not seem to have any way of escaping.

I wonder if the situation could be helped by removing the gypsum board and replacing it with board without the rubberized paint. At the same time we could investigate the reflective moisture barrier paper to see if it is loose enough to allow moisture space and if not replace it with batt insulation.

C. M. N., LaPlata, Mo.

The fact that you have condensation on all of the windows indicates that the relative humidity within the house is excessive. Such excessive humidity usually indicates a source of moisture other than living habits, which must be located and eliminated. If the house is of basementless construction with a crawl space, the uncovered earth beneath the house would contribute a great deal of moisture. This moisture comes to the surface in winter and is evaporated as water vapor. If there is a concrete basement, there may be moisture in the concrete even though it appears dry. A rubber mat or a piece of linoleum laid on the concrete floor for at least 48 hours would indicate, by the amount of moisture underneath it, whether you are getting moisture from this source.

The reflective type of material used in the walls is also a good vapor barrier when it is properly stapled at top, bottom and all sides. In the attic we suggest that louvers be installed at each gable end, as recommended in the *September, 1950* issue of *American Builder* or in the HHFA pamphlet, "Condensation Control." These sources also indicate corrective measures for minimizing moisture from uncovered earth in crawl spaces or damp basements beneath the house.

We note that you have quite a few unvented gas appliances. One of the products of ignited gas is water vapor. These appliances may contribute a considerable amount of water vapor to your interior areas. The

remedy is to find some way to vent these to the outside. On wash days special care should be taken to see that the house is especially well ventilated. A booklet titled "Preventing Damage to Paint and Your Home Involves Knowing Moisture Vapor Controls" suggests ways and means of regulating indoor humidity by periodic ventilation.

We do not recommend removal of the gypsum board and replacement with other unpainted board. The rubberized paint is an excellent vapor barrier. This, with the other barrier you have used should keep the excessive humidity from entering exterior walls and doing extensive damage.

National Mineral Wool Association

Uncovered Earth Under House May Cause Paint Peeling

I find a great number of houses where the paint has come off the siding in patches. The houses in question are old houses that have no storm sheathing and the siding is applied directly to the studs. The walls have been filled with blown mineral wool insulation.

Does this mineral wool cause moisture to condense or is it possible that rain can be pulled in under the siding laps and cause the boards to become damp and make the paint peel? The paint peels off during the winter months and poses a problem for spring painting.

E. A. R., Guthrie, Kentucky

An extensive case of paint blistering was discovered in the Knoxville, Tenn., area. Investigation disclosed that practically all of the houses, whether insulated or not, had paint blistering which was caused by uncovered earth beneath these houses. In wet, rainy winters, the moisture rises to the surface of the ground and evaporates to form water vapor. This water vapor is pulled up into the exposed wall cavities or into the interior of the house, if the wall cavities happen to be blocked off with vapor barriers. Many of these houses were tight, unventilated units, and this tremendous source of water vapor added to that generated by living habits presented a very serious moisture problem.

If such is the case, a very simple remedy would be to cover the earth with 55 pound roll roofing lapped at least three inches. This will prevent the evaporation of water vapor from the earth and reduce the high humidity conditions which exist in houses having this crawl space trouble.

Insulation should be no more blamed for a condensation problem

than any other part of the construction of the home. This includes windows, foundations, damp basements, uncovered earth, weather strips, storm sash or the paint. Troubles from excessive moisture may occur in a home with or without these materials when the following steps are not employed to control moisture:

1. Locate the source of moisture that is causing the trouble and eliminate it or correct it so that it will not add water vapor within the home.

2. Isolate the entrance of water vapor into exposed walls, floors and ceilings by the use of vapor barriers. These may be good paper vapor barriers in new construction or certain types of paints, such as enamels, aluminum, or rubber base in at least two coats.

3. To accompany both of the other suggestions, steps to regulate the humidity within the home must be taken through applying the principles of regulated ventilation.

National Mineral Wool Association

Put Felt Over Plywood Before Hanging Wallpaper

We have a customer whose house was built about 12 years ago. It was dry-built with plywood on the inside walls. When the house was decorated the painter put felt over the plywood and then wallpaper over that. They now want to redecorate and will have to remove the felt when removing the wallpaper. Is it necessary to put felt over the plywood before putting on new wallpaper?

W. J. D., Columbus, Wis.

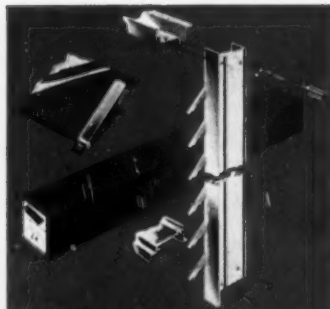
We recommend that 3/4-pound felt be applied over the plywood before wallpaper is hung. This has been found to be the most satisfactory solution to prevent any cracking in paper at the panel joints. It also reduces grain show-through in the paper. After the paper has been removed the panels should be primed with an oil paint to reduce any grain raise from water in the paste, although this is not absolutely necessary. The 3/4-pound deadening felt or, if preferred, blank wallpaper stock, should be hung with ordinary wheat flour paste to which is added a gelatine size. Butt and roll the joints and then hang wallpaper in accordance with standard procedure.

The felt may be omitted if the joints are taped and the panels are primed. With paper hung directly over plywood panels, the grain may show through to some extent. Where this is not objectionable, a harder wall finish is obtained.

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CHROMEDGE[®] HIGHLIGHTS

On metal mouldings and retaining shapes for floor and wall coverings, building, remodeling

Trim Finish Now Has "9 Lives"



Extra lives are added to the finish of Chromedge extruded aluminum mouldings by B & T's rigidly controlled Chromalite process. The rich deep-toned luster of Chromalite is "locked" into the surface of the metal itself—it can't rub off in black streaks, and isn't affected by ordinary household cleaners and chemicals. Homeowners prefer it!

"Painless" Sink-Framing Methods Get Better Results at Less Cost

Putting a frame around a cabinet-top sink used to call for "blood, sweat and tears." Now it's easy for any mechanic to do a first-rate job quickly with either of two new frames.



One is the Chromedge Sink-Lok frame, offering advantages that sound like a mechanic's dream:

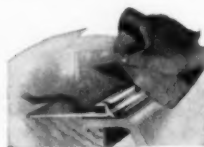
- No bolts or screws are fastened through the counter.
- The sink-well hole can be cut straight through the counter—no mortising!
- The frame supports the sink—no sink-mounting lugs needed!
- No special tools are needed.
- The frame overlaps coverings a full 1/4"—anchors them down!
- Coverings don't have to be cut to exact dimensions.
- Frame and sink can be re-

moved easily for sink repairs, without damaging the covering.

Chromedge Sink-Lok frames are made for flat rim sinks of any size, to fit counter- and covering thicknesses from 3/4" to 1 1/8".

Another cost-cutting Chromedge frame is the Tap-N-Rol. It features what might be called an "open" lip recess for the sink-top covering.

In other words, Tap-N-Rol frames have a vertical leg which is simply "folded" down tightly over the edge of the covering to finish the job. Special grooves in the se-



curing flange "trap" waterproofing around the edge of the covering as the lip is bent down, assuring a permanently tight seal. Chromedge Tap-N-Rol frames come in all sizes, to fit various coverings.

Your Chromedge Dealer Has All The Answers

See your Chromedge dealer today for all of the best answers to metal retaining shape needs—for building and remodeling.

The B & T Metals Co.
Columbus 16, Ohio

"I pay **Only 2 $\frac{1}{10}$ ¢ a mile** to run my F-1 Pickup"

COLORADO
Report No. 11370

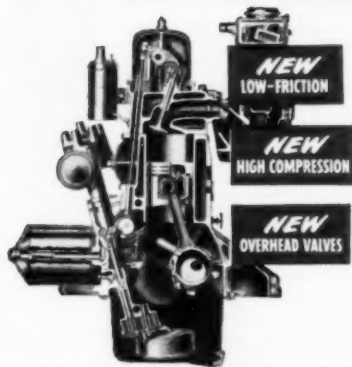


*says Richard K. Gilbert,
Denver, Colorado*



"The Economy Run has really proven to me just how economical my Ford Truck is to operate with all types of loads and in all types of weather and roads," says Mr. Gilbert. Speaking of Ford power he adds, "My truck often has to carry material and employees to new, out-of-the-way houses on unimproved roads when other trucks can't make the grade." In the Economy Run his F-1 traveled 3695 miles and gas, oil and maintenance cost but \$75.80 or only 2.05 cents a mile!

The famous Ford Pickup is but one of many models available. There's a Ford Truck tailor-made for your job.



This new Ford 101-h.p. Cost Clipper Six is one of the best proved truck engines ever introduced. It had 50,000 dynamometer test-hours and over 500,000 vehicle test-miles.

DON'T GUESS! See how little it can cost to run a truck in your kind of work. See the cost figures in this 144-page book showing results from the 50-million-mile Ford Truck Economy Run. See it at your Ford Dealer's!

Availability of equipment, economies and price as illustrated, is dependent on material supply conditions.



FORD TRUCKING COSTS LESS and FORD TRUCKS LAST LONGER!

Using latest registration data on 8,069,000 trucks, life insurance experts prove Ford Trucks last longer!

Now! Up to 14% more Gas Savings and more Speed Hauling power, too!

New LOW-FRICTION design in three new Ford Truck high-compression engines cuts friction loss!

Ford's Low-FRICTION design cuts friction power loss up to 30%! A new Short-Stroke principle reduces piston travel up to 20% — makes for longer engine life. New OVERHEAD VALVES give more efficient fuel feeding. New HIGH-COMPRESSION gives extra power on regular grade gasoline.

You can get new LOW-FRICTION design in three of the five great Ford Truck engines for '52. And you get more power than ever in the famous 239 cu. in. truck V-8 or the 254 cu. in. Big Six. See what's new in trucks at your Ford Dealer's!

---FREE! MAIL THIS COUPON NOW!---

**FORD Division of FORD MOTOR COMPANY
3269 Schaefer Road, Dearborn, Michigan**

Please send me without charge or obligation, complete details on the new Ford Trucks for '52 and the five great Ford Truck engines!

FULL LINE ☐ HEAVY-DUTY MODELS ☐
LIGHT MODELS ☐ EXTRA HEAVY-DUTY MODELS ☐

Name _____ (PLEASE PRINT PLAINLY)

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City _____ State _____

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YOU'LL CATCH THEIR "AYES" WITH *color*

There's an extra bonus of *eye-appeal* and *buy-appeal* in Ruberoid Color-Grained Siding. For this asbestos-cement siding is decorator-designed in step with the modern trend to color. Whether it's new construction or a remodeling job, Color-Grained Siding will give any home a long-lasting coat of exterior beauty.

Builders all over the country have discovered the magical sales appeal of Color-Grained Siding. Home owners everywhere are enjoying the matchless satisfaction of lifetime protection in color . . . at greatly reduced maintenance costs.

Ruberoid has achieved the success of Color-Grained Siding by blending a rich shake texture with smart duo-tone shades. You can offer a choice of superb decorator colors to appeal to all tastes. And in multi-home developments you can plan an interesting variety that gives the appearance of custom design. If you haven't seen Color-Grained Siding yet, plan to stop in

at your nearest Ruberoid dealers soon. He'll be glad to show you samples, quote costs and can probably direct you to homes in your own community where you'll find Ruberoid Color-Grained Siding "in action."

"Shadows" Help Sell Houses

Notice the rich, deep shadowlines that enhance the sidewalls in the photograph above. The secret is "ShadoWedge," a new undercoursing strip that gives Color-Grained Siding even more luxury. The 36" asphalt strips are tapered ($\frac{1}{4}$ " thicker at the base) to thrust the lower edge of the siding shingle forward. "ShadoWedge" is easy to apply with a stapling gun over any sheathing material, eliminates need for sheathing paper and joint strips, gives added insulation, and provides a cushion for the overlapping course which minimizes breakage. Ask your Ruberoid dealer to show you "ShadoWedge," too.

The RUBEROID Co.

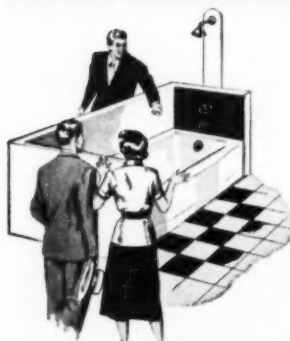
ASPHALT AND ASBESTOS BUILDING MATERIALS



KOHLER COSMOPOLITAN BATH

combines fresh beauty,
convenience, safety

Cosmopolitan enameled iron recess bath, K-535-F



The clean-cut design that gives the new Cosmopolitan grace of form and proportion also contributes to ease of cleaning, convenience and safety. A wide rim forms a useful bench, the end slopes for comfort, and the bottom is flat and wide. Kohler lavatories and other fixtures for bath and washroom match in style and quality.

The lustrous, glass-hard Kohler enamel is fused to non-flexing iron, cast for strength and rigidity.

The Cosmopolitan is available in the standard 5-foot length, and also 4½ and 5½ -foot lengths. Width is 33 inches at center; height is 16 inches from floor to rim.

Chromium plated fittings include the Niedecken mixer, serving both bath and shower, for simplified control of water temperature.

Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

SEPTEMBER 1932

"Meet every need for
automatic door closing . . .
with this *Russwin Line*



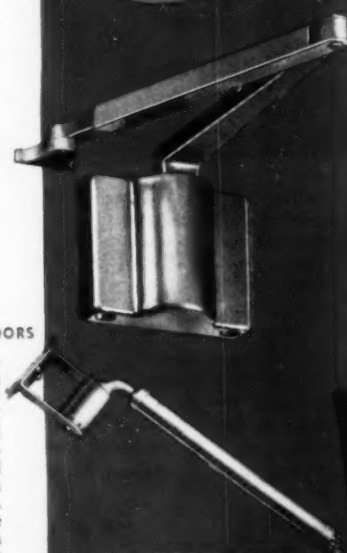
FOR SCREEN DOORS

This liquid door closer is comparable in quality of craftsmanship to the popular Russwin Surface Door Closer. It is compact, reversible . . . has a speed control adjustment. For smooth, dependable, long-life performance in high-frequency service, this liquid door closer is in a class by itself.



FOR SCREEN DOORS

The Russwin No. 5 Air-Controlled Screen Door Closer is specifically designed for residential service. It's made of wrought tubing . . . equipped with wrought brackets. Reversible for right or left hand doors. Application may be on outside, inside or between doors. Through trouble-free, long-life performance this Russwin Screen Door Closer is building hosts of satisfied customers.



Russell & Erwin Division
The American Hardware Corporation
New Britain, Conn.

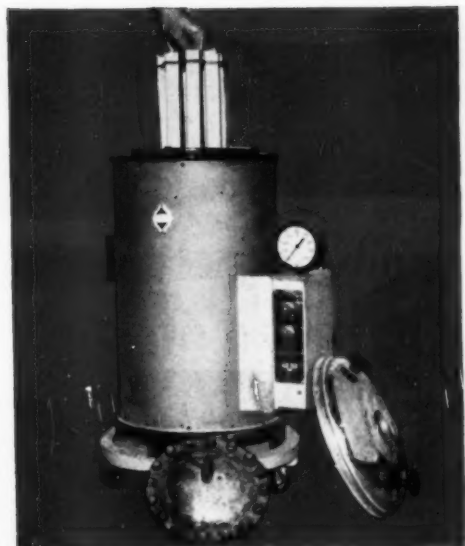
FOR STORES, OFFICES, SCHOOLS . . .

this Russwin Surface Door Closer offers outstanding value. Its four-bearing, one-piece crankshaft of drop forged steel and long, flat, helical-coiled spring of tempered steel reflect typical Russwin quality construction. The Russwin Surface Door Closer is reversible for right or left hand doors without reversing arm or spring. There are several sizes and weights available plus special length arms, friction hold-open arms, parallel arms, arms with fusible links and special brackets.

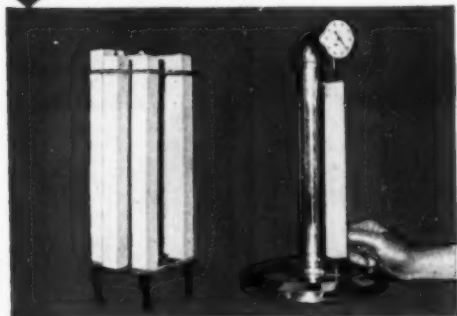
FOR EXTRA-SPECIAL,
HIGH-FREQUENCY SERVICE . . .

the Russwin "400" Door Closer is a logical selection. It is available as a Surface Door Closer or Semi-Concealed Door Closer. The "400" is the only door closer offering 4 combinations of speed control and "Silence" adjustment. It is made with one size of housing in five spring sizes. In strength of construction it has no equal. The "400" is a precision-made closer, designed to meet very exacting specifications.

SINCE 1839
RUSSWIN
DISTINCTIVE HARDWARE
Proving the Economy of Quality



The autoclave test requires the use of a high pressure steam chest (above). Masonry cement bars approximately 1" x 1" x 10" are exposed to 295 lbs. steam pressure, 320° F., for 3 hours. Measurements of the bars are made before and after test as shown below.



Below: Bars of Brixment, and of Portland cement and a lime which does not meet the autoclave test. The expansion of the Portland cement and lime bar, after autoclaving, is quite evident.

B—Brixment, not autoclaved.

B-a—Brixment, autoclaved.

PL—Cement and lime (1 to 1) not autoclaved.

PL-a—Cement and lime (1 to 1) autoclaved.



BRIXMENT MEETS NEW A. S. T. M. AUTOCLAVE TEST!

At its meeting in June, the A.S.T.M. Sponsoring Committee on Masonry Cement recommended a new specification requirement for masonry cement — an autoclave test for soundness.

Sound mortar is essential for strong durable brickwork. To be sound, mortar must be free of constituents which may cause abnormal expansion after long exposure to weather.

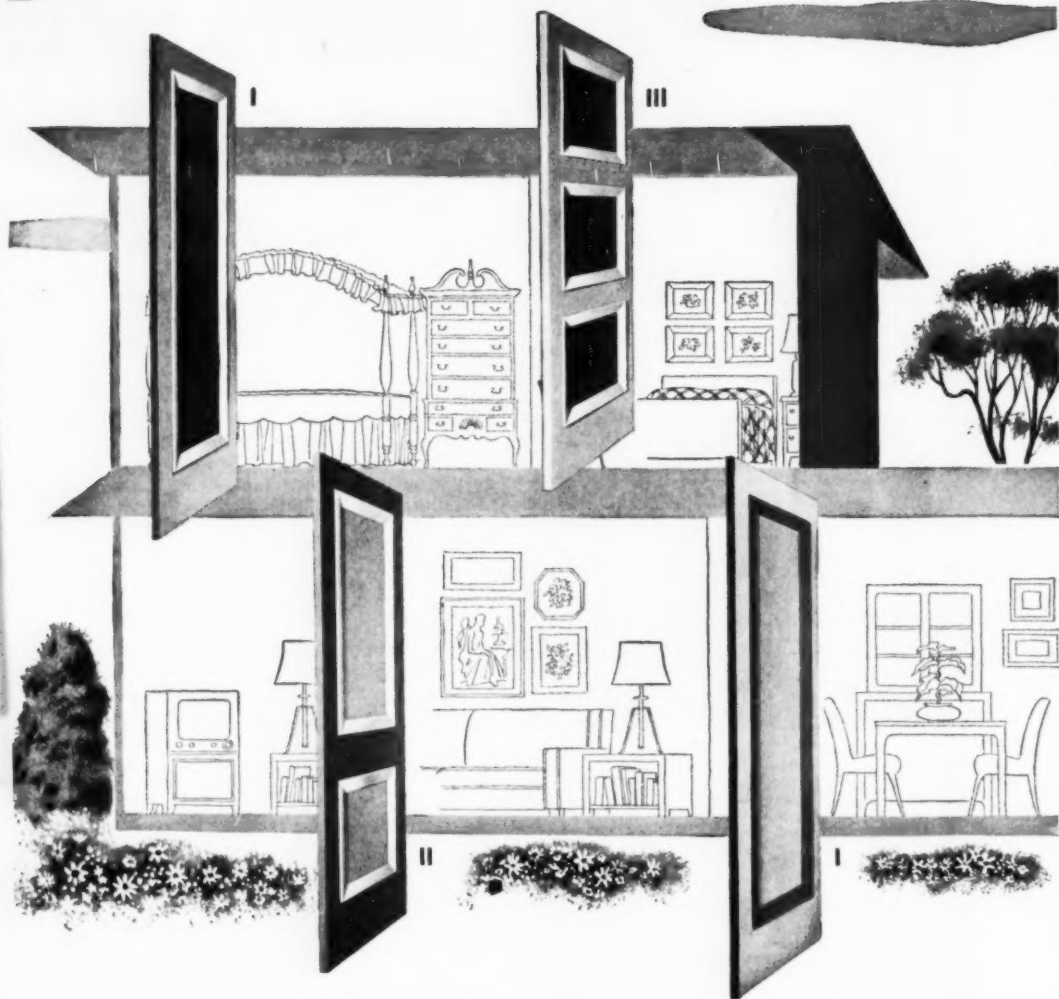
Unsoundness in mortar material is readily detected by the autoclave test. This severe test rapidly accelerates the chemical reaction of mortar materials, and the slightest unsoundness is immediately revealed by excessive expansion.

Brixment more than meets the autoclave test. Therefore when Brixment is used, sound mortar and strong, durable brickwork are assured.

Louisville Cement Company, Incorporated
Louisville 2, Kentucky



GP Decorator



The Modern I

The simplicity of this one-panel design presents an opportunity for bold color treatments. Contrasting colors set off the panel, stiles and rails, producing a rich, three-dimensional effect.

The Modern II

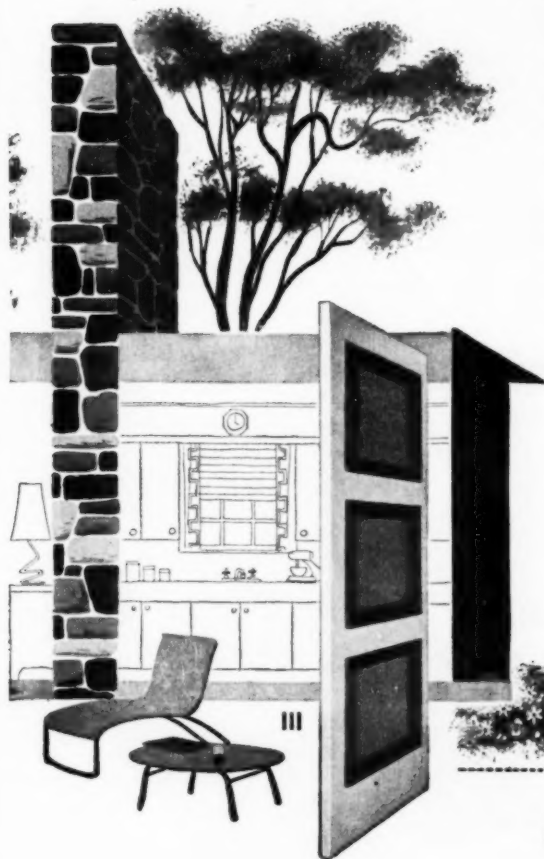
The two panels and mouldings form natural color areas and allow a broad range of new decorative possibilities for doorways. Their smooth surfaces eliminate tricky brush work.

The Modern III

The three-panel combination of horizontal and vertical lines makes this design particularly versatile. It blends equally well with contemporary and traditional architecture and furniture styles.

Doors

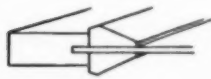
**— custom styling that costs so little
... gives your customers so much**



Home-owners are on the lookout for those "extras" in home finishing that give them style, distinction and lasting pride. Now you can capitalize on this universal desire by including the modern beauty of G-P Decorator Doors in your plans. For remodeling schemes and new construction, these exciting custom-styled doors provide dramatic accents in traditional settings, harmonious unity in modern designs. And they lend themselves beautifully to unusual color effects through painting.

Low in price, there's a complete range of sizes and grades for *exterior* and *interior* uses. See your lumber dealer or write for new G-P Decorator Door folder. Georgia-Pacific Plywood Company, 617-9C North Capitol Way, Olympia, Washington.

Available in either raised or flush moulding



RAISED



FLUSH



GEORGIA—PACIFIC
PLYWOOD COMPANY

OFFICES OR WAREHOUSES IN: Augusta, Birmingham, Boston, Chicago, Cleveland, Columbia, Detroit, Lancaster, Louisville, Memphis, Nashville, Newark, New Hyde Park, New Orleans, Olympia, Orlando, Philadelphia, Pittsburgh, Providence, Raleigh, Richmond, Savannah, Vineland.

DOUGLAS FIR PLYWOOD • HARDWOOD PLYWOOD • GPX • SOUTHERN & WESTERN LUMBER • DOORS

SEPTEMBER 1952

81



HASKO ARCH-KOR — Unexcelled Quality. Applies the proven principle of the arch to rib construction for added strength.



HASKO SOLID-KOR — Exterior Interlocking — brick-blok construction makes it impervious to weather conditions, provides perfect insulation, and sturdy dependability. Architectural inquiries invited.



HASKO MOBILE — Quality and Economy. Flex-core construction affords an unbelievable degree of warp resistance.

Through these doors pass the
most satisfied customers in the world

...there's a trouble-free **HASKO** door for every opening

Where strength, beauty and durability are a necessity — there are Hasko Doors. The engineering features of balanced construction, gained in Haskelite's 27 years of wood lamination experience, insures you a door that is warp-resistant, has long life, and is of lasting beauty. You may buy cheaper doors, but none are more inexpensive in the long run than Hasko Doors.



CLOSET



PASSAGEWAY

HASKO ROLLER DOOR — Another new Hasko packaged unit. Comes in single or multiple sliding door K-D units. Can be easily installed in any rough opening in about a half hour.

The NEW READY HUNG door unit

Entirely Complete — Jambs, stops, trim, batts, lock — everything installed — only 2 parts to handle. Install in 20 minutes using only hammer, nails and level.

Write today for catalog on any of the Hasko doors that interest you.



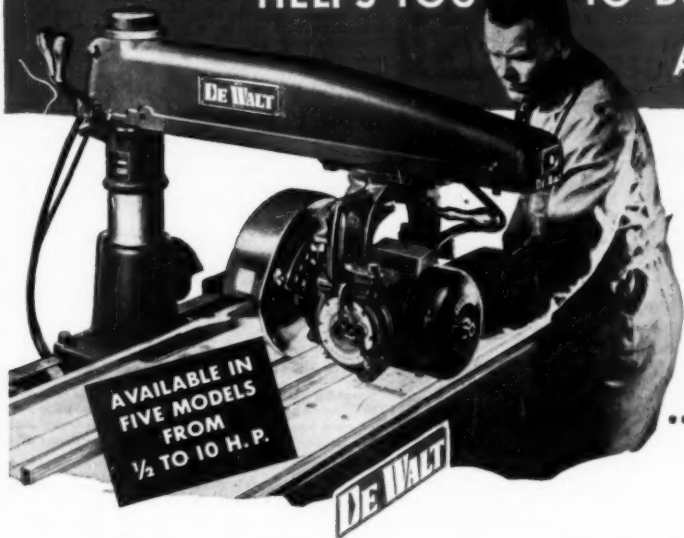
HASKELITE MFG. CORP.

Grand Rapids, Michigan

AMERICAN BUILDER

DE WALT "3 adjustment action"

HELPS YOU TO BUILD FASTER...
AT LESS COST!



DE WALT
gives you
15 set-ups,
15 different cuts
...in less than
15 minutes!

You not only cut framing, jack rafters and bridging faster and more efficiently with a De Walt—but you can make 15 different cuts *in less than 15 minutes!*

Where most machines require at least 4 adjustments, De Walt's "3 adjustment action" makes it possible to position the saw for any desired cut in seconds!

This flexibility speeds up cutting, reduces operator fatigue, and enables a De Walt to turn out as much work in ten minutes—as other machines will in fifteen.

De Walt offers you unmatched precision, speed and versatility—you rip, cross-cut, plough, rabbet, tenon, bevel, miter and make many other cuts—a total of 15—in far less time than it takes ordinary saws.

Economize by making your own cabinets, special trim or window frames. Cut costs by as much as \$200 a house! It's easy—and you get perfect results every time.

Find out for yourself how De Walt's "3 adjustment action" saves you time...saves you money. See your De Walt dealer or mail coupon below.



POWER SAWS

DE WALT INC., Lancaster, Pa.
Subsidiary of AMERICAN MACHINE & FOUNDRY CO., New York

MAIL THIS COUPON TODAY!

HAVE YOU TAKEN THE DE WALT TRAINING COURSE?

De Walt Inc. invites all its dealers and distributors to Lancaster, Pa., to take a week's course of instruction in the application and uses of De Walt Radial Power Saws.

It will be well worth your while. You'll learn new techniques of operation that will enable you to give more convincing demonstrations and more help to your customers.

De Walt Inc., Dept. B-9, Lancaster, Pa.

- ☐ Please send me full details on the De Walt Radial Power Saw Line.
☐ Please send me your informative "Saw Tips".

NAME _____

ADDRESS _____

CITY _____ STATE _____

Advance-Design CHEVROLET TRUCKS

These
PLAIN HARD FACTS
are important to
economy-minded
truck buyers



Fact No. 1

CHEVROLETS LIST FOR LESS

First cost—the list price—is less for a Chevrolet than for any comparable truck capable of handling the same payload. Chevrolet's position as the world's largest manufacturer of trucks makes possible production savings that are passed on to you.

Fact No. 2

COST LESS ON THE JOB

Proved Chevrolet truck features save money over thousands of miles. Time-tested Valve-in-Head engines, rugged hypoid rear axles, extra-sturdy channel-type frames, Flexi-Mounted cabs, Roll-Gear steering, Synchro-Mesh transmissions, all contribute to low operating costs with high dependability.

Fact No. 3

EACH TRUCK TAILORED TO ITS JOB

Every Chevrolet truck is factory-matched to the job it's going to do. Tires, axles, frame, springs, engine, transmission, and brakes are right for the operating conditions and load. Whatever your job is, there's a Chevrolet truck to fit it.

Fact No. 4

WORTH MORE AT TRADE-IN TIME

Chevrolet trucks traditionally bring more at resale than other makes costing about the same when new. Chevrolet trucks keep their value longer and give you real, substantial savings right up to the day you sell them. See your Chevrolet dealer soon.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR**—for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHRO-MESH TRANSMISSION**—for fast, smooth

shifting • **HYPOID REAR AXLE**—for dependability and long life • **TORQUE-ACTION BRAKES**—on light-duty models • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—on medium-duty models • **TWIN-ACTION REAR BRAKES**—on heavy-duty models • **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-

duty models • **CAB SEAT**—with double-deck springs for complete riding comfort • **VENTILANES**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGNED BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN





Roll Call for National Home Week Shows Flags Flying in 32 States

THE fifth annual NATIONAL HOME WEEK opens on the 14th of this month and continues through the 21st. Originated by Ed Gavin, editor of the *American Builder*, NATIONAL HOME WEEK is endorsed by the National Association of Home Builders, National Retail Lumber Dealers Association and the National Association of Real Estate Boards. More than 60 of NAHB's chapters are sponsoring NATIONAL HOME WEEK celebrations this month in at least 32 states where the advantages of home ownership will be highlighted. Promotional programs feature the display of new homes containing the latest in materials, equipment and home appliances.

Advance reports on the 1952 Parade of Homes that is stretching across the country show an impressive number of houses on display, many of them furnished: A partial listing shows 30 in Minneapolis; 10 in Phoenix; 12 in Little Rock; 50 in Hartford, Conn.; 70 in Washington, D.C.; 15 in Atlanta; 20 in Davenport; 25 in Des Moines; 10 in Lexington, Ky.; 10 in Louisville; 75 in Baltimore; 10 in Boston; 25 in Springfield, Mass.; 20 in Kalamazoo; 400 in Indianapolis; 8 in South Bend-Mishawaka, Ind.; 50 in St. Louis; 50 in Lincoln, Neb.; 20 in Syracuse, N.Y.; 10 in Niagara Falls; 10 in Buffalo; 10 in Norman, Okla.; 12 in Tulsa; 12 in Canton; 25 in Cincinnati; 15 in Dayton; 32 in Columbus, Ohio; 20 in Youngstown; 15 in Portland, Oregon; 532 in Dallas; 10 in Amarillo; 50 in Salt Lake City; 30 in Seattle; 20 in Spokane; 40 in Tacoma; 37 in Milwaukee; 9 in Beloit, Wis.

Special editions of newspapers in almost every Home Week community are giving powerful support to the cause this year.

The local home builders' associations are making special efforts to build NATIONAL HOME WEEK on as wide a community basis as possible, and have enlisted the cooperation of many types of civic organizations, chambers of commerce, state fair boards, and garden clubs. Three local NAHB chapters, in the reports received so far, are building model homes of their own. These are Kalamazoo, Jackson (Miss.) and Tacoma.

On this page is the roll call of NAHB chapters which are promoting NATIONAL HOME WEEK with major campaigns this month.

NAHB Chapters Which Are Sponsoring National Home Week Observances

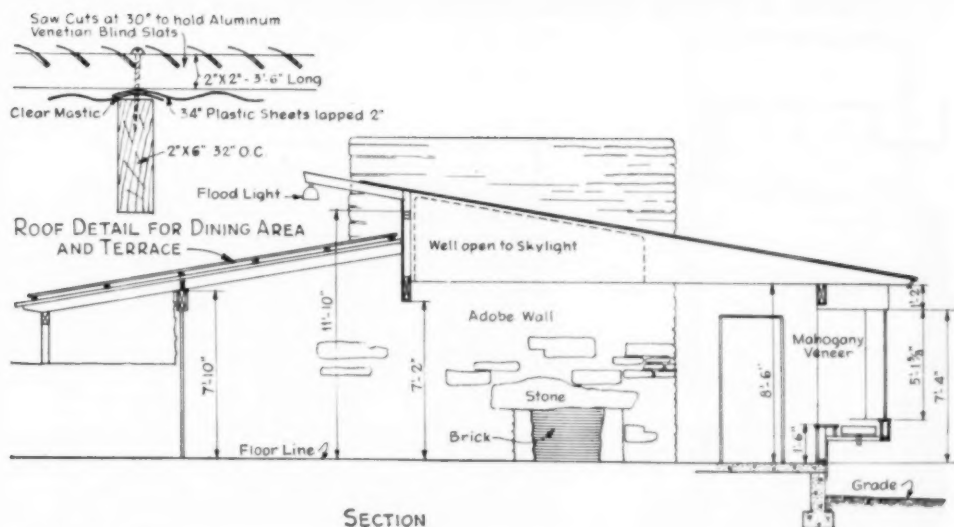
In response to a survey made in June, the following chapters of the National Association of Home Builders replied that they were sponsoring observances of National Home Week in their communities in 1952:

ALABAMA Birmingham Assn. of Home Builders Montgomery Home Builders Assn.	Home Builders Assn. of Mercer County (Trenton)
ARKANSAS Arkansas Home Builders Assn. (Little Rock)	NEW MEXICO Albuquerque Home Builders Assn.
ARIZONA Arizona Home Builders Assn. (Phoenix)	NEW YORK Home Builders Assn. of Westchester, Inc. (Ossining) Niagara Frontier Builders Assn. (Buffalo) Long Island Home Builders Institute (Hempstead) Niagara Falls Home Builders, Inc. Rochester Home Builders Assn. Better Builders Assn. of Onondaga, Inc. (Syracuse)
CALIFORNIA Associated Home Builders of the Greater East Bay, Inc. (Oakland) Peninsula General Contractors and Builders Assn. (San Mateo) Home Builders Institute (Los Angeles)	OHIO Home Builders Assn. of Stark County (Canton) Home Builders Assn. of Greater Cincinnati Home Builders Assn. of Greater Cleveland Columbus Home Builders Assn. Ohio Home Builders Assn. (Columbus) Montgomery County Builders Assn. (Dayton) Toledo Assn. of Home Builders Home Builders Assn. of Mahoning Valley (Youngstown)
COLORADO Colorado Springs Home Builders Assn. (Colorado Springs)	OKLAHOMA Norman Home Builders Assn. Tulsa Home Builders Assn.
CONNECTICUT Home Builders Assn. of Hartford County (West Hartford)	PENNSYLVANIA Lehigh Valley Home Builders Assn. (Allentown) Home Builders Assn. of Allegheny County (Pittsburgh)
FLORIDA Jacksonville Home Builders Assn. Contractors and Builders Assn. (St. Petersburg)	RHODE ISLAND Home Builders Assn. of Rhode Island (Providence)
GEORGIA Home Builders Assn. of Atlanta	TENNESSEE Home Builders Assn. of Memphis
INDIANA Home Builders Assn. of Fort Wayne Marion County Residential Builders, Inc. (Indianapolis) South Bend-Mishawaka Home Builders Assn. (South Bend)	TEXAS Texas Panhandle Home Builders Assn. (Amarillo) Austin Home Builders Assn. (Austin) Home Builders Assn. of Fort Worth
IOWA Home Builders Assn. of Des Moines Home Builders Assn. of Sioux City	UTAH Utah Valley Home Builders Assn. (Provo) Utah Home Builders Assn. (Salt Lake City)
KENTUCKY Lexington Home Builders Assn. Associated Home Builders of Louisville	VIRGINIA Home Builders Assn. of Richmond
LOUISIANA New Orleans Home Builders Assn.	WASHINGTON Seattle Master Builders Assn. Home Builders Assn. of Spokane, Inc. Tacoma Master Builders Home Builders Assn. of Metropolitan Washington (Washington, D.C.)
MAINE Home Builders Assn. of Maine (Portland)	WEST VIRGINIA Home Builders Assn. of Charleston
MARYLAND Home Builders Assn. of Maryland (Baltimore)	WISCONSIN Madison Builders Assn. Milwaukee Builders Assn. Racine-Kenosha Home Builders Assn.
MASSACHUSETTS Home Builders Assn. of Greater Boston Home Builders and Contractors Assn. (Springfield) Master Home Builders Assn. of Worcester	
MICHIGAN Builders Assn. of Metropolitan Detroit Grand Rapids Home Builders Assn.	
MINNESOTA Minneapolis Home Builders Assn.	
MISSOURI Home Builders Assn. of Greater Kansas City Home Builders Assn. of Greater St. Louis	
NEW JERSEY Home Builders Assn. of Northern New Jersey (Hackensack) Atlantic Home Builders Assn. of New Jersey (Margate)	

Here is a Harmonious Combination of Adobe, Glass and Brick

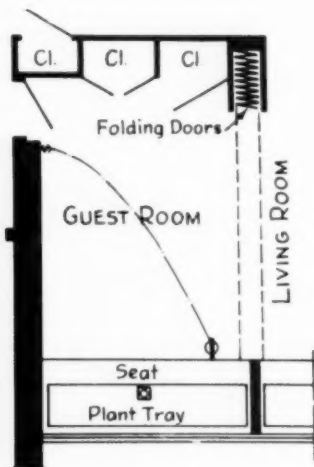


A MASSIVE wall of adobe brick, over 40 feet long, anchors this house designed by Roseoe L. Wood and built in Palos Verdes, Calif. It contains the fireplace and extends out to shield the lanai porch at the rear of the living-dining room. With the adobe are combined glass (for wall separating dining area and lanai porch), brick (in floor of dining area), and Plexolite, for roofing. This plastic roofing covers a rectangle left open in the roof over the fireplace, and covers the dining area and lanai porch. Drawing shows method of roof construction. Venetian slats are applied over the Plexolite to control sun penetration.





These Folding Doors Make Two Rooms of One

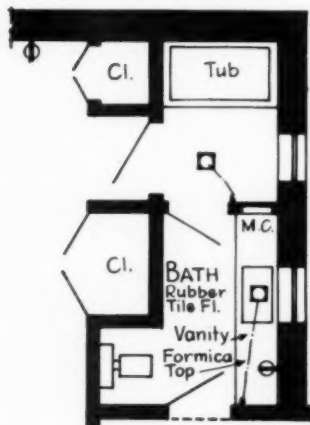


THE living room end, designed to double as den, library or occasional guest room, depends for its success on the method used for closing off the space. Piano-hinged accordion doors in Philippine mahogany are sound-proofed, and fold entirely out of sight into a wall cabinet when the space is used as part of the living room. As shown in the drawing, this space is separated from the main entry hall by cabinets. Door at left leads into a hall with a bathroom. The window wall has built-in planting boxes and cushioned window seats.

—From a house designed by Roscoe L. Wood in Palos Verdes, Calif.

Here Are Compact Two-Compartment Bathrooms

DIVIDING a bathroom into two parts allows it to double for a powder room. This plan, by Roscoe L. Wood for a house in Palos Verdes, Calif., shows how the bathroom can be arranged to serve both the bedroom and the hall linking the bedroom with the main entry hall of the house.



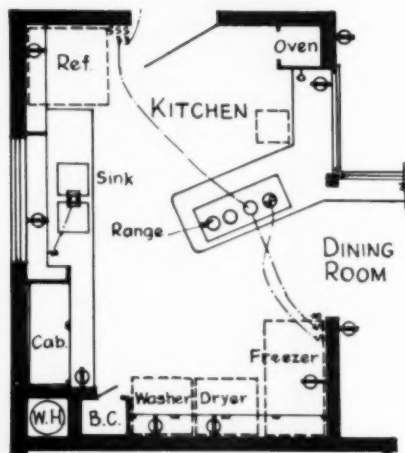
BATHROOM and dressing rooms are neatly combined in the unit which serves the master bedroom of this house, occupying one end of the room. The usual medicine cabinet is missing. In its stead is a square mirror in heavy stainless steel set on the window ledge and lighted from behind. Cabinets are below sink in lavatory. Water closet is shielded by glass door. A circular heat diffuser is set in the ceiling with fan attachment which blows heat downward when fan is turned on.



IDEA of the Month—

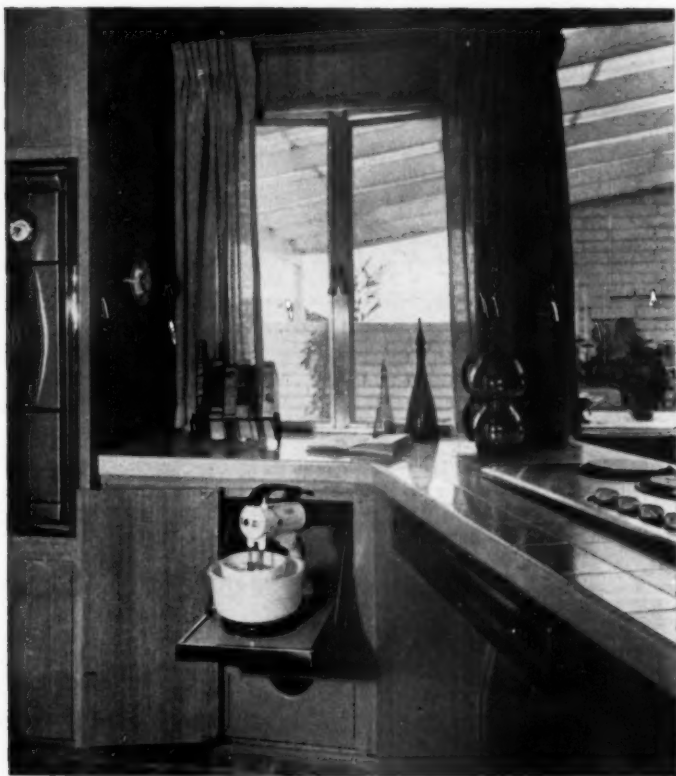


COOKING PENINSULA, set at an angle, defines passage between kitchen and dining area. The range is a Western Holly table-top gas unit set in tile. Oven and broiler are recessed in wall. Note ventilating fan in ceiling.



Kitchen for an Open Plan

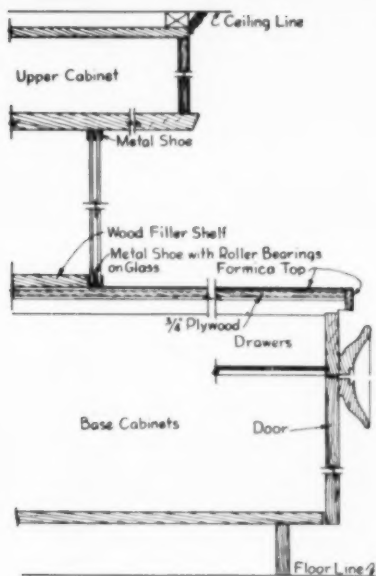
WITH the growing popularity of open planning in house design, the problem of how to handle the kitchen in such an arrangement assumes major importance. This unit, from a house designed by Roscoe L. Wood and built by the Palos Verdes Corporation near Los Angeles, solves the problem very well. No doors separate kitchen from living-dining room. The kitchen has been treated as much as possible in harmony with the living area.



CABINET LIFT swings food mixer out and up like a typewriter desk. This one is made by Mc-Mahan Bros. in Los Angeles



GLAZED PHILIPPINE MAHOGANY cabinets do their part in tying kitchen in with living room. include sliding glass doors. Walls and ceiling blend in color with general decorative scheme, and the floor of both kitchen and dining area is face brick in a terra cotta tone



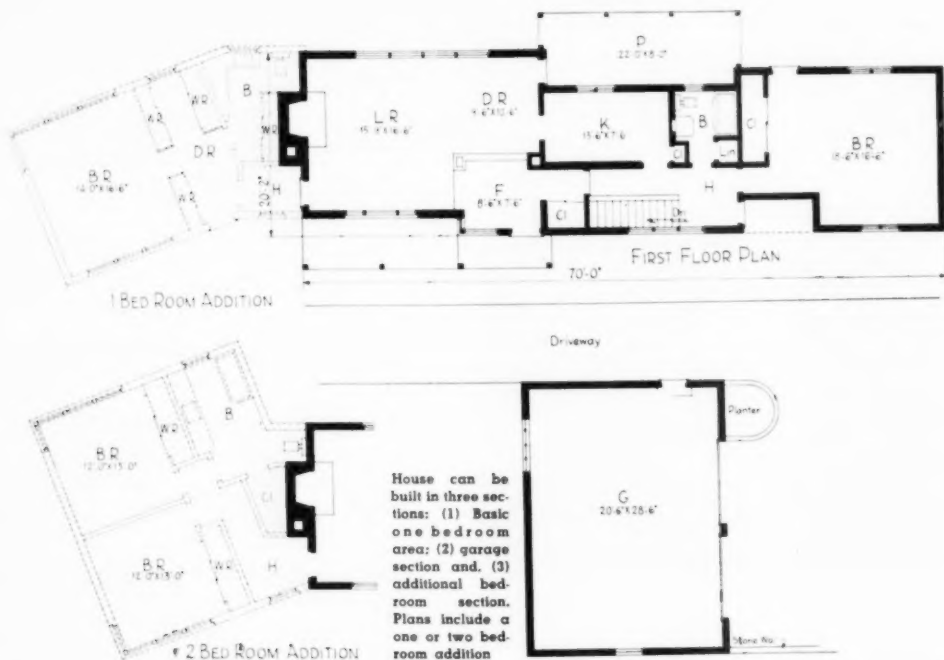
SLIDING GLASS DOORS and other features of cabinets detailed



Low slung contemporary has two of the three proposed sections completed. House is 70 by 18 feet with a 30 by 20 foot two-car garage. Roofed auto pass-through ties house and garage together

This Contemporary Can GROW

**Budget minded prospects
should be interested in this three-
unit building plan**





Rear view shows the garage and the service entrance of the house. Brick, vertical redwood, and cement block are the materials used



Kitchen features brick wall and knotty pine cabinets. Thermador cooking units were installed on the quarry tile counter tops

HERE is a house that should prove interesting to budget minded prospects, because it is expandable. A purchaser can build the basic plan and later add two bedrooms and a bath, and/or, the garage section. The house was designed by H. Roll McLaughlin for himself and built by Hugh Bremerman, Indianapolis builder.

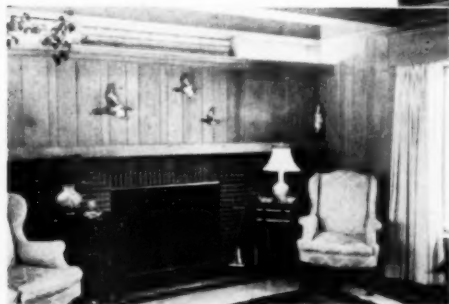
Stubs for the later plumbing and electrical work are included in the 70x18-foot plan. The doorway to the left of the living room fireplace will be the entrance to the future bedroom section.

The house combines unusual materials in both the exterior and the interior. Brick, concrete block, and vertical redwood siding are used on the exterior, while brick, wood paneling, pine beams, and quarry tile are interior materials.

An interesting sidelight of the design is the sheltered motor pass between the garage and the basic house. The motor pass makes possible a large circular drive which lends itself to attractive landscaping.



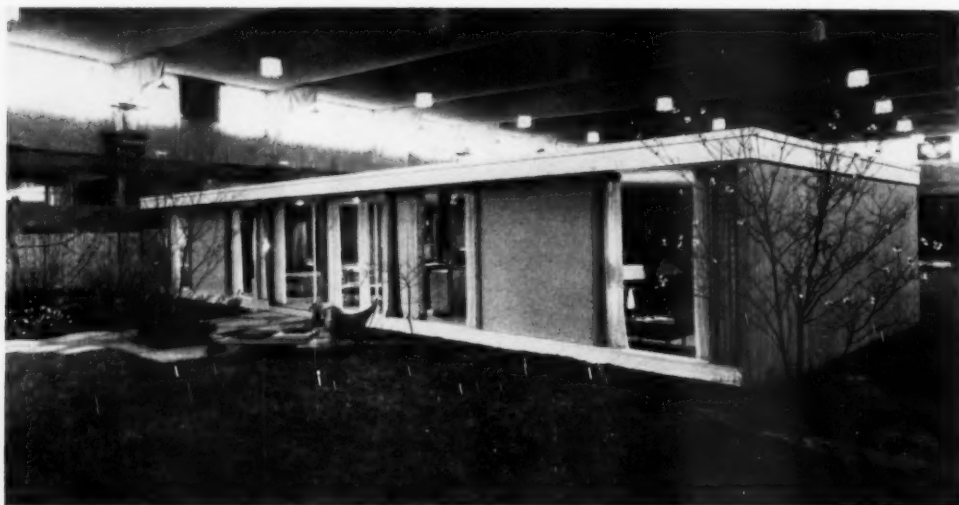
Foyer entrance combines brick, wood beams above, and quarry tile floor. Note attractive planting



Living room features oak paneling, beamed ceilings, and roman brick fireplace. Corner joint of the fireplace is interesting masonry construction. The herringbone design effects a good transition between vertical and horizontal roman brick

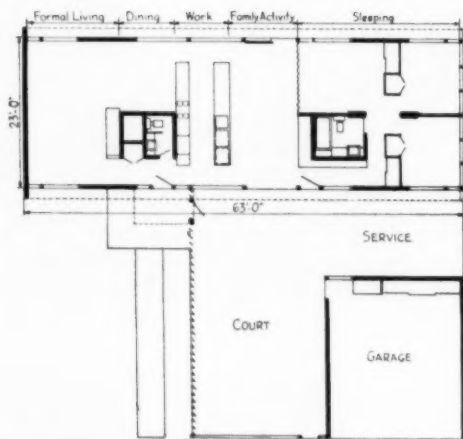


Counter gate and louvered shutters separate dining room and kitchen. Sun room is at left



Flat roof modern features large glass areas and light frame walls in post and beam construction

House for Moderns Creates Home

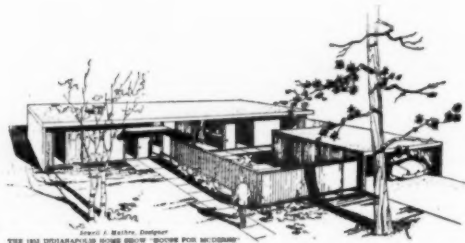


Two cores separate formal, informal, and sleeping areas. Open planning gives 1,400 square foot house a spacious feeling

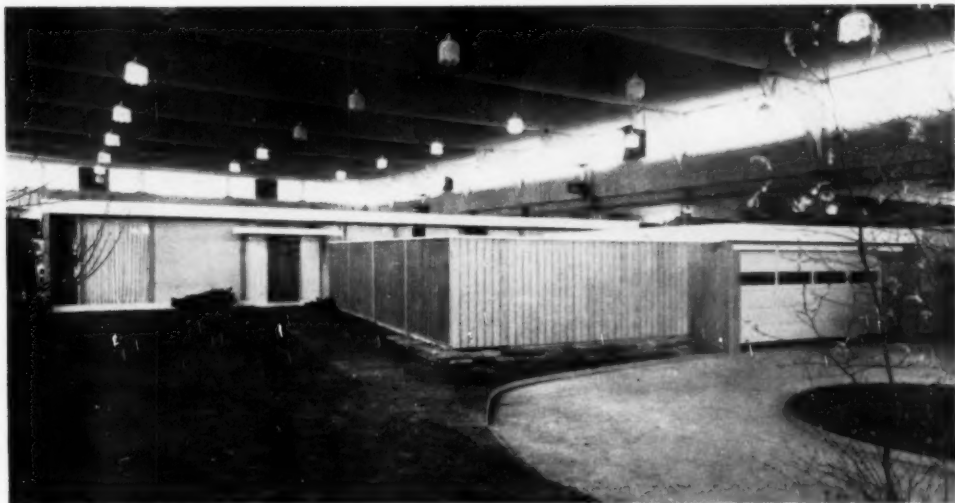
A "HOUSE FOR MODERNS," winner of a design contest, was the feature attraction at the 1952 Indianapolis Home Show. It is a modular planned flat-top, incorporating large glass areas and open planning. Sewell J. Mathre, Cranbrook art student, designed the structure.

Hoosier viewers were particularly impressed with the informal family activity area located in the center of the house. Here, the housewife can go about her daily chores and remain a part of the family group. The "In-Line" kitchen is a part of the activity room but separated from it by birch counter-height cabinets.

Utilities are housed in two cores. The first is a powder room and heater room combination. The walls of this unit separate the living-dining-activity rooms. The other utility core serves the main bath in the sleeping area. Its walls, in conjunction with storage walls, divide the sleeping area into three small bedrooms. Folding doors between the master bedroom and the activity room give the bedroom convertible uses. In defense of the small bed cham-



Artist's conception of the house gives a better view of the patio



Front of house shows two car garage and fenced play yard. Garage is unattached and close to the street

Show Interest

bers the designer theorized that all waking hours would be spent in the two living areas leaving the bedrooms for sleeping only.

Construction is a modified post and beam type. Posts are 4x6 fir placed 8 feet on center around the perimeter of the house. Roof joists are 2x12 placed 12 inches on center. The roof overhang is supported by 2x4 lookouts cantilevered back into the joists 24 inches on center, and faced with a 1x12. Between posts, light frame panels, insulated glass, or door and ventilating units complete the eight foot bay.

Judges for the Indianapolis contest included James T. Lendrum, A.I.A., director, Small Homes Council, University of Illinois; Lloyd Vernon Moser, A.I.A., president, Indiana Society of Architects; M. L. Hall past president, Marion County Residential Builders Association; and J. F. Cantwell, managing director, Indianapolis Home Show, Inc.



Activity room-kitchen arrangement aroused the most interest

Below: a modernistic fireplace is a feature of the formal living room. The fireplace was backed-up to the powder-heater room core. Ceiling is plaster board, walls are pine paneled



The family activity room is adjacent to the play yard. Fencing lends privacy for outdoor living





**AMERICAN
BUILDER**
Selected Homes

This Home Has Quiet Dignity

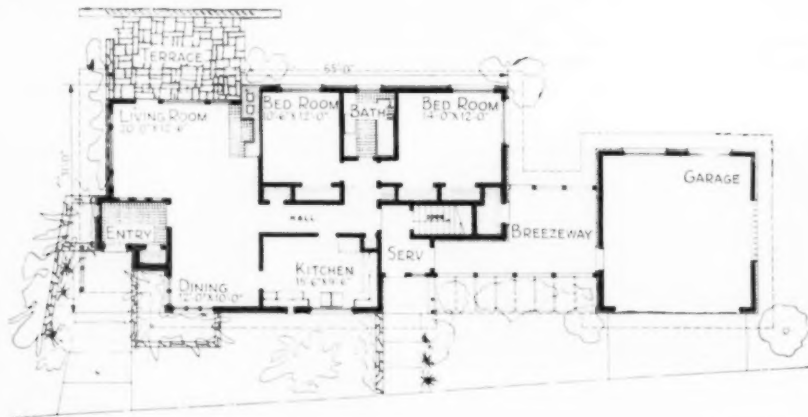
LOCATION: *Detroit, Michigan*
ARCHITECT: *Michael
Shanayda*
BUILDERS: *Edmund and
Charles Kuhlman*

Foundation and basement of the house are of a new light-weight concrete product made with an aggregate. Roof shingles are mica with asphalt waterproofing. Windows are Fenestra steel. Heating is by an oil-fired automatic Luxaire forced-air furnace controlled by a Chroma Therm thermostat. Fuel saving is increased by double foil aluminum reflective insulation in the ceiling, and single foil on outer walls.

THIS large two-bedroom house on a corner lot steers a steady course between advanced and conservative design, and in so doing has a quiet appeal which would attract most substantial buyers. Outstanding is the careful workmanship that has gone into it. Notice the brick work especially. The buff-colored Arkansas Roman brick accentuates the horizontal lines of the house and is laid so that the horizontal joints become

a part of the over-all house design.

The entrance detail is unusually rich and well conceived, with planters, trellis, and low wall. Pleasant windows above the corner planter are for the dining area. Interesting also is the extension of the front wall to enclose a terrace off the living room at the side of the house. The house was built under the sponsorship of the Builders Association of Metropolitan Detroit for their 1952 Show.





Living room from fireplace wall. Electrical wiring features GE's remote control system. Main switch in the master bedroom controls exterior floodlights, entrance lights and kitchen plugs



Breezeway is equipped with both jalousie windows and glass radiant heat panels, making it an all-weather room



Basement recreation room is 32 1/2 by 13 1/2 feet, floored with asphalt tile, and has a natural fireplace of Crab Orchard Tennessee ledge stone. This room has a window ventilating fan.



Two lavatories are highlights in well-appointed bathroom

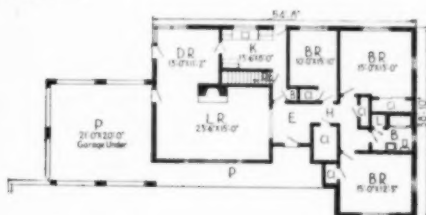


Adapting a Well-Liked Plan

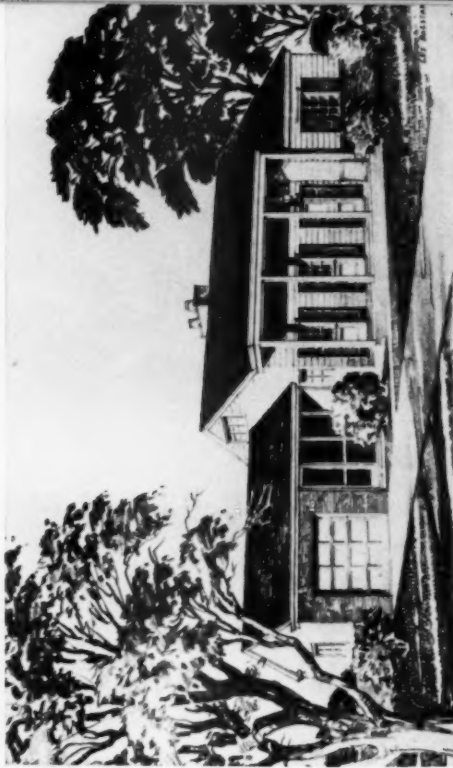
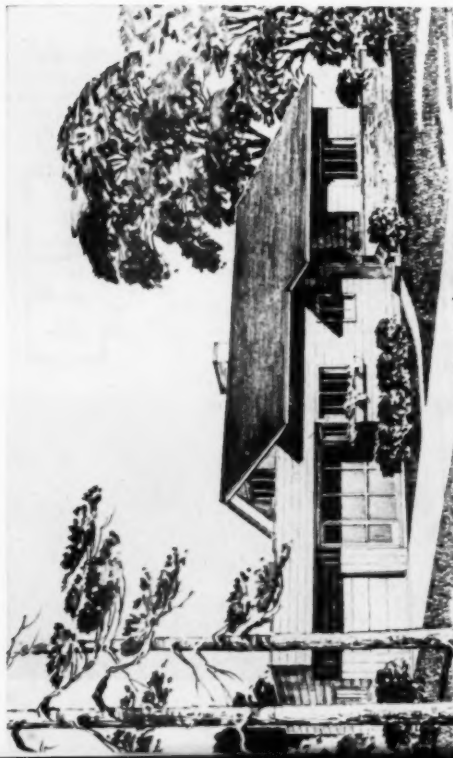
The above design by Rudolph A. Matern, published in the *American Builder* of March, 1947, caught the eye of Alfred Huss, Pittsburgh realtor, who liked it so well that he used it as the basic plan for building his own home, shown below. Huss made a number of alterations, the two most important of which were change of roof line and exterior materials. He also changed the position of the garage.

The knoll on which Huss built dictated dropping the garage to the basement level. This gave a large porch above, a level driveway from street to garage. Exterior materials are stone and knotty pine vertical siding. Huss included a third bedroom, which the original plan did not have, but followed the original in building a terrace and barbecue grill for outdoor living at the rear of the house.

For his house, Huss chose American Standard plumbing fixtures, Youngstown cabinet sink and cupboards, Corbin hardware, Sterling aluminum windows and screens, Chrysler Airtemp air conditioned gas furnace, Frigidaire electric stove and refrigerator, Frank Adams switch panel, J & L Junior beams, Crawford overhead garage door.



AMERICAN BUILDER BLUEPRINT HOUSE



Two entirely different exteriors of the "Young America Home," using the same floor plan. One is contemporary style, the other southern Colonial.

A National Home Week Demonstration House

ARCHITECT:
Victor Civkin, A.I.A.
Fairfield, Conn.

This house, known as the "Young America Home," has been planned to sell for approximately \$20,000 including lot and kitchen-handy equipment. It contains a living room, combination dining room and kitchen, two bedrooms, bath, porch, one car garage and expandable attic with space for two bedrooms and bath.

Early in July G.E. distributors had arranged for construction of 54 of the houses in 25 states. Individual builders erect and equip the homes at their own expense. It was expected that most of the homes started will be completed and open for inspection for NATIONAL HOME WEEK, September 14-21.

General features of the house, which contains approximately 1,100 square feet of living space on the first floor exclusive of breezeway and garage, will vary according to

builder and locality. Optional features include sliding partitions, stall shower, studio ceiling in living room, fluorescent lighting and an outdoor barbecue. The house may be built either with or without a basement, and with variations in exterior treatment. As examples, the architect's plans show exteriors in both contemporary and southern colonial styles.

The dining part of the kitchen consists of a built-in wood cabinet containing space for serving trays and general storage for bridge tables, waste baskets, etc. This cabinet also provides storage space for an automatic ironer. The table, which is placed at an angle, is detachable so that it can be used in other locations. It is large enough to accommodate eight people. Table top and cabinets are covered with mahogany pattern Textolite.

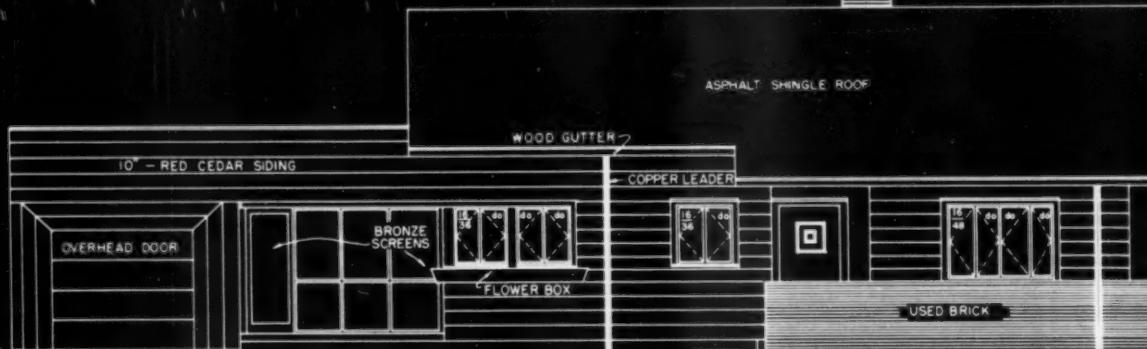
Plans of either the two or three bedroom houses, with or without variations are available through the local General Electric distributors of major appliances throughout the United States.



LEFT SIDE ELEVATION

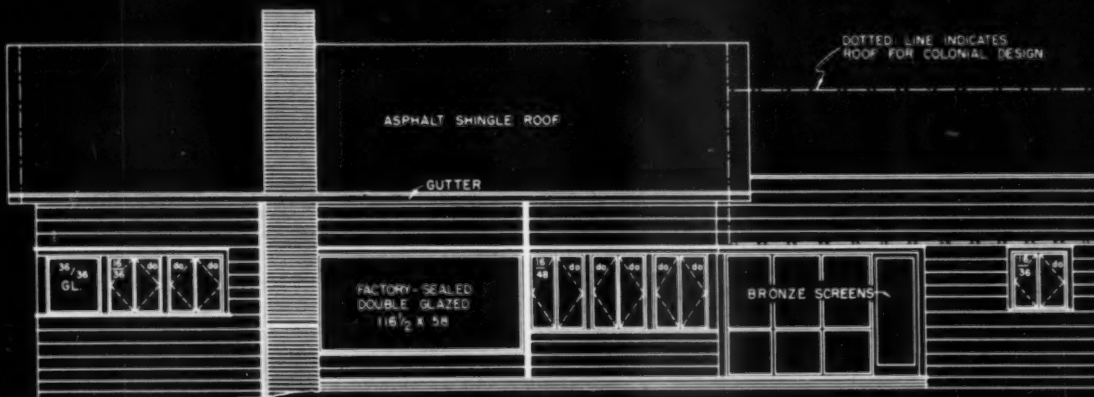


RIGHT SIDE ELEVATION

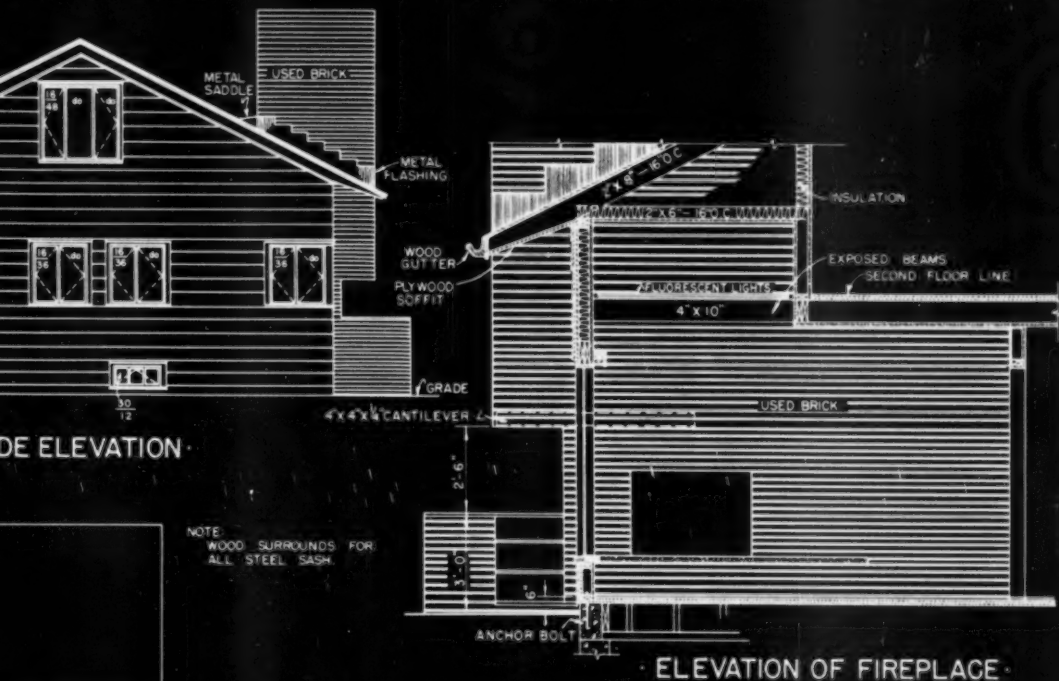


FRONT ELEVATION

SCALE: $\frac{1}{8}'' = 1'-0''$



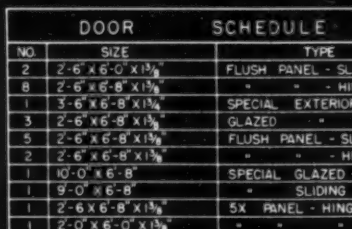
REAR ELEVATION



INDICATES
COLONIAL DESIGN



FIRST FLOOR CROSS SECTION
HOUSE WITHOUT BASEMENT



Quantity List of Materials

For American Builder Blueprint House No. AB 183

Victor Civkin, Architect

General Information

House — Type	Frame
Area	1,282 sq. ft.
Cube	30,768 cu. ft.
Height taken for cube was 24 feet	
Garage — Area	276 sq. ft.
Cube	3,036 cu. ft.
Height taken for cube was 11 feet	
Porch — Area	254 sq. ft.

Excavating

Trench for foundation	213 lin. ft.
Chimney and column footings	116 cu. ft.
Excavation for basement	390 yds.

Cement Work

Foundations	1,187 cu. ft.
of poured conc. + 650 sq. ft. conc. block	
Concrete work	1,269 sq. ft.
Thickness	4 in. conc.
Sidewalks and Terrace Bluestone	800 sq. ft.
Anchor Bolts	50 1/2" x 10"
Waterproofing	1,400 sq. ft.

Masonry

Type	Brick
Walls	116 sq. ft. wall fence
	8" thick
Window sills	Wood
Chimney	400 cu. ft.
Flue lining (Vitre Tile)	2—12" Dia.
	1—8" Dia.
Cap	Cement Wash
Fireplace	360 cu. ft.
Throat and Damper	1
Lintels	1
Miscellaneous	4 Pcs. 4" x 4" x 1/4" angles 12'
	long Cantilever over Barbecue
	Pir. 30 Lin. Ft. Pol. Slate Stool and Hearth.

Iron Work

Structural	450# 8" I. B.
Lally columns	2—3 1/2" diameter H. W.

Millwork

Windows-Type	Casements and Fixed
Windows glazed including trim	#2414—16" x 48"—4
	#3424—16" x 48"—1
	#1414—16" x 48"—2
	#2313—16" x 48"—13
	#4424—16" x 48"—1
and 1—1" Thermopane wood stopped 116 1/2" x 58"	
Exterior Doors	1—3'6" x 6'8" x 1 1/4" slab door with
	plant on moulding
	2—2'6" x 6'8" x 1 1/4" glazed
Garage Door	1—8' x 7' upward-acting sectional door
Exterior Millwork	1—Flower Box (L-shaped)
	6 screens and 2 screen doors for porch
Interior Doors including jambs and trim	FLUSH DOORS
	4—2'6" x 6'8"
	2—2'6" x 6'6"
	1—2'0" x 6'0"
	2—2'4" x 6'8"
	3—2'4" x 6'6"
	SLIDING FLUSH DOORS
	4—2'6" x 6'8"
	2—2'6" x 6'0"
	SX Panel — 1—2'6" x 6'8"
Special Interior Doors	1—10'0" x 6'8" Sliding Glazed
	1—8'6" x 6'8" Sliding

Special Interior Millwork (Stairs)	1 Flight to 2nd Floor
	1 Lavatory Cabinet
	1 Set Kitchen Cases
	1 Linen Case

Carpentry

Beams and Girders	3—4" x 10"—18'
	3—4" x 10"—14'
Outside Plates	650 Lin. Ft.
Joists	55—2" x 10"—16'
	49—2" x 10"—12'
	14—2" x 10"—14'
Bridging	425 Lin. Ft. 1" x 3"
Studding and Plates	215—2" x 4"—8'
	20—2" x 4"—10'
	50—2" x 4"—12'
	90—2" x 4"—14'
Ceiling Joist	15—2" x 4"—14'
	9—2" x 6"—18'
Roof Rafter	68—2" x 8"—20'
	20—2" x 8"—8'
	32—2" x 8"—14'
Framing Lintels	4—2" x 8"—14'
	2—2" x 8"—10'
	4—2" x 8"—8'
	2—2" x 12"—18'
	2—2" x 12"—24'
	2—2" x 12"—12'
	80—1" x 4" Ribbon
Subfloor	2,000 b.f. 1" boards
Roof Sheathing	3,200 b.f. 1" boards
Side Wall Sheathing	2,400 b.f. 1" boards
Side Wall Materials	2,500 b.f. red cedar siding
Carpenter Stairs	2—2" x 12"—14'
	13—2" x 10"—4'
	2—4" x 4"—8'
	2—2" x 4"—10'
Flooring	Hardwood—1,200 sq. ft. area to cover
	Softwood—300 sq. ft. area to cover
Exterior Material	
Soffits	3/8" Exterior Grade Waterproof Plywood
Eaves	70 l.f. @ 36" wide
	24 l.f. @ 48" wide
	76 l.f. @ 24" wide
Porches	300 b.f. 1" Cypress D & M
Insulation	2,000 sq. ft. for walls
	1,300 sq. ft. for ceilings

Sheet Metal

Gutters	90 l.f. of gutter
Downspouts	52 l.f. downspouts
	and 1 roof drain
Flashing	around chimney and
	at parapet above garage

Roofing

Type: Shingles	Area: 20 sq.
Built Up Roof	Area: 6 sq.

Interior Walls

Area to be covered	5,800 sq. ft. wall and ceiling area
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● This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.

Multi-Use Areas Bring Versatility To This House . . .



Low brick wall encloses large terrace accessible through doors from living room and bedroom



Wide pass-throughs in kitchen provide view of adjoining rooms yet effectively block off a return view of the work center. Laundry threesome comprised of matching washer, dryer and ironer make snug fit between kitchen closets. Wide pass-through area to den eliminates crowded feeling

OPEN planning plus multiple use of space equals extra livability in the home, and lots of it.

This formula, concocted by Louis J. Drakos, young West Hartford, Conn., architect, was demonstrated at the recent home show sponsored jointly by the Home Builders Association of Hartford County and the Hartford Times.

Of contemporary design, and containing about 1,285 square feet of floor area, the model house was constructed on the West Hartford Armory floor by association members under supervision of Joseph M. Howard. Instead of the usual one multi-purpose room it had three such areas. Cross traffic through rooms was eliminated. Most space normally devoted to vestibule and hall was arranged so that it added considerably to the size of small rooms.

The one obvious multi-purpose room in this plan is the space adjoining the kitchen and described as a den, play area or guest room. Hall space on one end adds 3½ feet to the length; a 6-foot wide pass-through to the kitchen flanked by walnut paneled cabinets further strengthens the impression of size.

The second and third bedrooms are actually one big room 23 feet long. This section of the house can be expanded and contracted with changing family needs by the operation of two large folding doors.

A third multiple-use area is the 23-foot combination living-dining room. While many plans incorporate this space-saving feature, few provide substitute dining areas. This one provides a family dining space by taking unneeded space from the vestibule, as well as the den, both of which are practical substitutes because of the pass-through zones to each. With this flexibility, it is possible to have either a large living room or large dining room when needed. Multiple-use furniture emphasizes the whole effect.

The large glass area in the living room has two distinct functions: it increases the apparent size of the

Both sides of wood-paneled wall in den have built-in bookshelves. Spaciousness of the living room is strengthened by the heavy-beamed, sloping ceiling, high roman brick fireplace wall and the 6x8-foot picture window overlooking a 15x20-foot terrace. Ceiling beams project four feet beyond outside wall as cantilever for overhang above large window. Awning windows on front living room allow ample opportunities for furniture placement to take best advantage of view toward the terrace. Two-in-one arrangement features second and third bedrooms. When Modernfold door partition is opened, room is 23 feet long



Floor plan indicates that space of 1,285 square feet is divided into five to eight rooms, depending on how you count. Deep carport has solid outer walls, plus enclosed storage areas in rear

living room; it admits adequate light and affords views onto the terrace and any landscaping, natural or artificial, beyond the terrace. This adds an outdoor living area to the living room.

Space-saving doors play a prominent part in the design. The accordion-type is used not only to divide a long bedroom, but for kitchen closets, a bedroom closet and to close off the den. Hall doors to all three bedrooms are of the sliding type. Wardrobe style sliding doors are used on the 6-foot bedroom closets, as well as the closet at the entrance.

Among the most modern touches is the General Electric light-conditioning with remote control switches in all rooms. Reproduced on a slab in the Hartford area as it was on the armory floor, the house would cost about \$22,000 to \$24,000, Drakos estimated, depending on the value and size of the plot.

BRAND NAME PRODUCTS USED (Partial List)

Andersen casement windows
Blackstone washer, ironer, dryer
Crane bath fixtures
Flame-Seal paint
Formica counter top and vanity
General Electric light-conditioning
Holcomb & Hoke Faldor closet door
Libbey-Owens-Ford Thermopane
Modernfold doors
Pittsburgh Twindow
Sharwell bath enclosure, fluted glass panels
Rolscreen Pella casement windows
St. Charles cabinets
Servol gas refrigerator
Tappan gas range





Photographs Courtesy of Marsh Wall Products, Inc.

Inside of doctor's private office is vertical grain prima vera wood pattern. Matching strips cover joints. Foyer wainscot is Verdi antique marble. Upper walls are plain light green. Matching door trim and moulding come with panels.

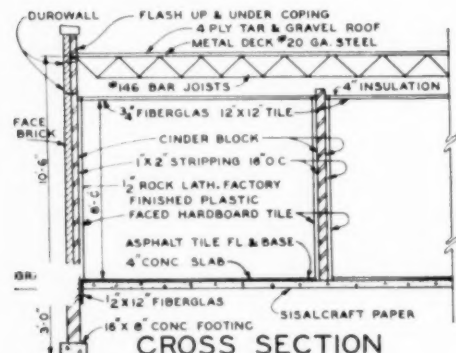
Easy Maintenance Was the Requirement for This Small Clinic

SEEKING to avoid the interruptions caused by periodic redecorating of interiors, Dr. C. W. McNamara, Toledo, Ohio, specified that his new clinic must be finished in such a way that redecorating would be minimized or eliminated.

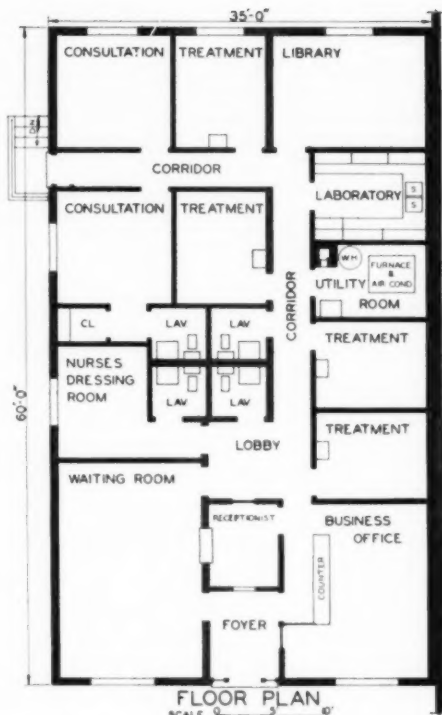
To meet this specific requirement, the architect, Nelson E. Thal, chose factory-finished plastic-faced hardboard paneling for all the interior walls. Standard acoustical tile was used for the ceiling.

Colors and patterns of the paneling were varied to avoid any semblance of monotony. Partition walls of the clinic are cinder block with gypsum lath attached to 1x2-inch furring strips, and paneling cemented to the gypsum lath. Exterior walls are the same construction with face brick on the outside. The cost of the walls was about the same as it would have been with plaster.

Now two years old, the clinic walls have proved to be satisfactory to the doctor, the architect and the builder.



Vertical section shows foundation, floor, wall, ceiling and roof construction



Note central location of plumbing core for easy connection with laboratory and treatment rooms. Business office is located to serve patients as they leave



Park Forest Shopping Center Proves Value of

Good Planning

PARK FOREST, Illinois—one of the country's largest community-development projects by private enterprise—now has a population of 16,000 persons. Its 3,000 families have an average income of about \$5,800. When completed, the town will have a population of 30,000.

When the project was inaugurated in 1947, the developers, American Community Builders, planned to harness the buying power of their new community. A full-scale shopping center was at the heart of the overall plan. The standard for planning a shopping center naturally had to be the serving of Park Foresters' basic needs in consumer goods and services. Equally clear was the truth that

it would be impractical to build a center which included only the "necessities," because people who come to buy necessities will buy specialties as well.

So the Park Forest shopping center has been projected as a one-stop center which functions as a horizontal department store. Also, it was realized from the first that the shopping center's potential trading area did not begin and end with the town itself but spread out logically over a peripheral region comprising the whole south metropolitan area of Chicago. This is said to be the richest industrial area in the world, containing 1.07 per cent of the U. S. popu-

(Continued on page 110)



Office of American Community Builders, Inc., stands at main entrance to shops, is nerve center for the whole community



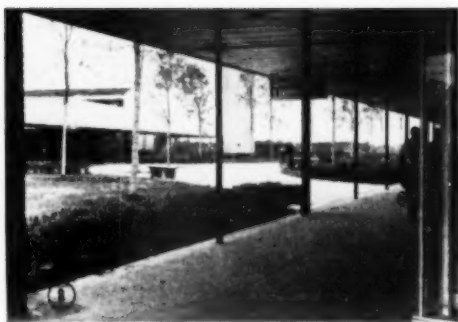
Wide turnarounds enable cars to touch on the periphery of the center for passenger service, including store delivery to cars



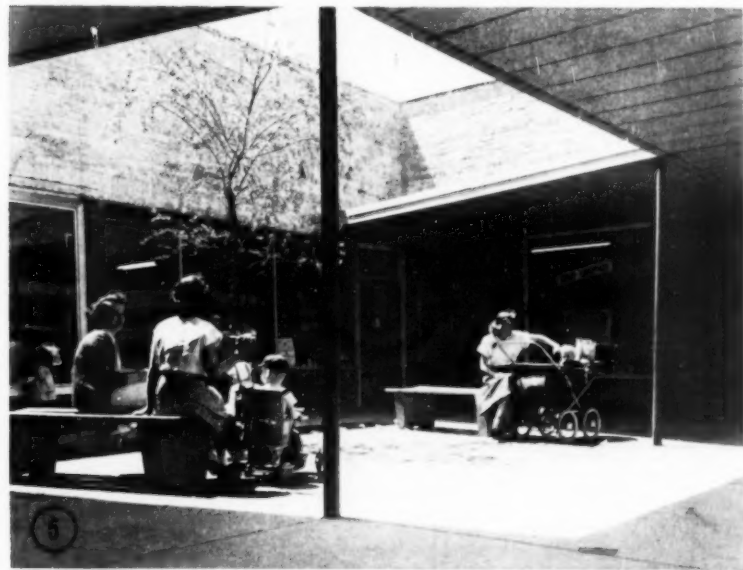
Builder's objective was to create a center where people could buy in a domestic atmosphere of leisure, greenery, and safety. The low mass of the building emphasizes the human scale. So does the height of the canopied walks that link all stores



The center's jewel is the Jewel Tea—an original interpretation by Loeb, Schlossman and Bennett of what a modern food supermarket should look like and be from the customer's viewpoint



Undercover shopping is made possible throughout by these canopied walks, whose construction is detailed in the drawing on next page



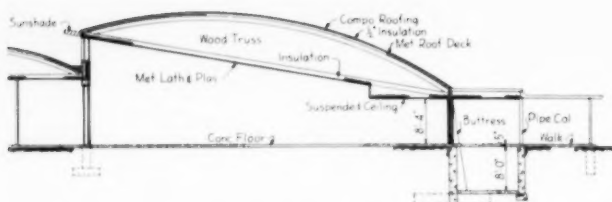
Small, pleasant courts indent the buildings here and there, give mothers and children a shopping break



Parking direction is organized by islands located at ends of each row. Park Forest used the classical formula for establishing size of parking area: 3 square feet of parking for every square foot of store area



Receiving compounds are big enough to accommodate trailer trucks. They are screened by corrugated Transite board. Shadow boxes, mounted on these walls, give eye-appeal with displays of merchants' notices



By tilting the large trusses of the roof of the Jewel Tea store, the store is made to seem larger, actually is lighter, and an interesting accent is added to the center's architectural mass. The drawing of this construction shows how the entrance to the store is kept low, encouraging the feeling of intimacy which food merchants consider desirable in a customer entering the store.

(Continued from page 107)

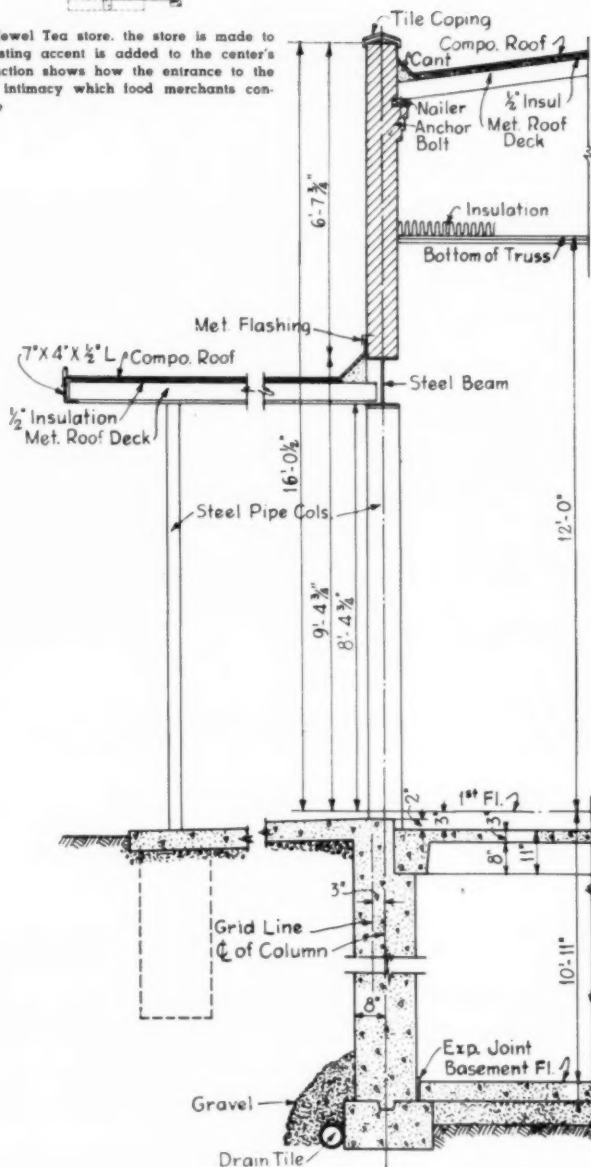
lation and growing at a rate much faster than the country as a whole. About 1,600,000 people live in it. Market analysis showed the builders that the completed shopping center should exert "suction" on this region to a total of about \$10,000,000 a year in gross sales. From the total Park Forest community itself—the center's "franchise area"—analysis has indicated a yearly gross of \$40,000,000 making an estimated yearly total of \$50,000,000 for the center.

At present, 40 Park Forest supply and service organizations are in tenancy in the center on percentage leases. American Community Builders figures that the town's present population of 16,000 needs from 65 to 70 stores, and when Park Forest is completed, its 30,000 inhabitants will trade in from 75 to 100 carefully assorted shops and services. About 20 per cent of the present sales volume is to out-of-area buyers.

What are the Necessities?

American Community Builders are building their center one phase at a time, naturally gearing the program to the stages of growth of the community. Their reason for beginning Park Forest by constructing the residential rental units first was to establish buying power as quickly as possible. Three thousand rental units were under construction, and the first 150 families had moved in, when ACB began building the shopping center late in 1948. The first store, a food market, opened the following spring.

Which units are "necessary" and which are "secondary" in an integrated shopping center? In answering this question, ACB points out that there is no absolute standard; every answer must be rooted in the known characteristics of the potential market to be served. For instance, a bank would normally be thought of



Detail of typical construction, including canopied walk

as a "secondary" service for a shopping center. But in Park Forest's case, the location of the new community has clearly indicated that a bank is a necessity.

With this word of warning on the exceptions which will always qualify any such listing, American Community Builders gives the following as the pattern of necessities and secondary units for the regional shopping center:

Necessities	Secondary
Food	Moving picture house
Drugs	Bank
Laundry	Variety store
Cleaning	Clothing
Barber Shop	Furniture
Beauty Shop	Liquor
Post Office	Bakery
Shoe repair	Candy store
Hardware	Women's specialty shop
	Delicatessen
	Bowling alley

At the present stage, the Park Forest center includes specialties as well as necessities. The next section of the program will provide for a bank, a department store, more specialty outlets. The final phase will fill in the pattern with additional specialties, selected on the basis of unfolding need.

Only Five Years Ago

Five years ago, Park Forest was 2,400 acres of farm land lying 27 miles south of Chicago's Loop and two miles west of the industrial city of Chicago Heights.

In October 1947, American Community Builders, Inc., was organized by Philip M. Klutznick, former head of the Federal Public Housing Administration, and Nathan Manilow, one of Chicago's biggest builders. Another partner is Jerrold Loeb, of the Chicago architectural-engineering firm of Loeb, Schlossman and Bennett, planners of the new town.

The company's objective was to build a complete new community with full facilities for middle-income families with children, and to take advantage of the consumer buyer power which they would create. They elected to hold a permanent stake in the community by developing (1) rental units and (2) a shopping center which would serve the basic needs of the town, and more besides. Initial financing, from three insurance companies, amounted to \$27,500,000, covered the rental units, and was the largest set of mortgages ever insured by FHA.

When completed, the Park Forest plan will have integrated into one

American Community Builders "Do's and Don'ts" For Planning a One-Stop Shopping Center

Use a building type that is as flexible as possible so that partitions can be put anywhere and facades changed easily.

Design the principal stores first. They will require special thought and treatment. The smaller units will fall into line.

Run the plumbing line for a building along the edge or down the center, so that it can be easily broken into for additional take-offs.

Including a sprinkling system for each unit may be more economical than not, as reduced insurance premiums may return the investment. Look into this.

Provide adequate drainage for storm water—it has to take care of parking area as well as buildings.

Most important color in a regional shopping center is green—the greenery of expansive landscaping and grassy shopping malls which encourage in the

shopper a sense of leisure, comfort and safety.

Provide the necessities for the franchise area first.

Any secondary center which may be needed by the community, should be kept small. Project it on a bread-and-aspirin basis.

In developing a regional center, stay just behind the buying need or demand of the franchise area.

Don't expect to make the same return on every square foot of space in the center. Take a post office, for instance for even a movie house. You can't afford to build it, yet you must build it to provide the balance which an integrated center must have.

Don't try to copy the other fellow's center. You can't buy a solution, but must work out your own plan in terms of the market to be served.

harmonious whole the following parts: 5,000 single-family homes-for-sale (mostly 2-bedroom models in the \$12,000-\$15,000 range); 682 row-type buildings containing 3,010 rental units; row-house cooperative apartments with some 1,000 units; a major commercial center with one branch; an industrial park of 475 acres for light industry; churches and schools.

Of this impressive complex, the rental units have now all been completed and leased, and there is a waiting list. About 1,300 houses have been built and sold to date; the churches and schools are well along; and the shopping center, which will eventually cover about 60 acres, is now about half finished, with its 40 tenants doing a monthly sales volume of around \$700,000.

Typical house for single-family ownership has two bedrooms, is of native stone and brick on a lot 60 by 125 feet, without garage, sells for \$13,025 to \$13,575. Included are gas-fired furnace, laundry tub, double-compartment sink with garbage disposal unit, and metal kitchen cabinets. All houses are insulated and windows have storm sash and screens. Houses with garages attached are priced at \$15,000, have about 950 square feet of living space.





Builders' department features doors, nails, paints, roofing, hardware, sash, screening, bolts. Yard foreman designed display of roofing material. Compact planning of yard's layout is evident (right). Lumber is stored under roof while hard materials are outside in back of the lumber shed



Builders' Department Highlights Small Town Lumber Yard

THIS small town lumber company points toward builders' business. That is why a builders' department was planned as an integral part of the Morocco Lumber Company's new buildings. Here, local contractors can order and receive material without going through the regular retail sales room. The Indiana firm is owned and operated by J. A. Colbourne.

A 40x54 foot area directly behind the main sales room has been set aside for builder selling. Stock items of doors and windows are located in the department for the builders' fast selection. Paint, hardware, nails, carriage bolts, screening, and roofing samples are a few of the items on exhibit.

A large L-shape counter dominates the 40x40 foot retail sales room. Behind the counter are housed the sales

and bookkeeping departments. Wall and island displays feature paint, hardware, and other retail sales merchandise. Many materials displayed on the island counters are high on the impulse buying agenda.

The exterior of the building is of yellow glazed brick highlighted by a pastel blue lower band of the same material. Large windows allow full view of the interior. The concrete floor has been covered with asphalt tile; walls and ceilings are plaster. Fluorescent fixtures light the building.

An "Honest John" policy is used in selling. Customers obtain material from the yard man and then report to the sales counter and are billed from their description. Miss Alice Garrard, bookkeeper, explained that very few losses are encountered.



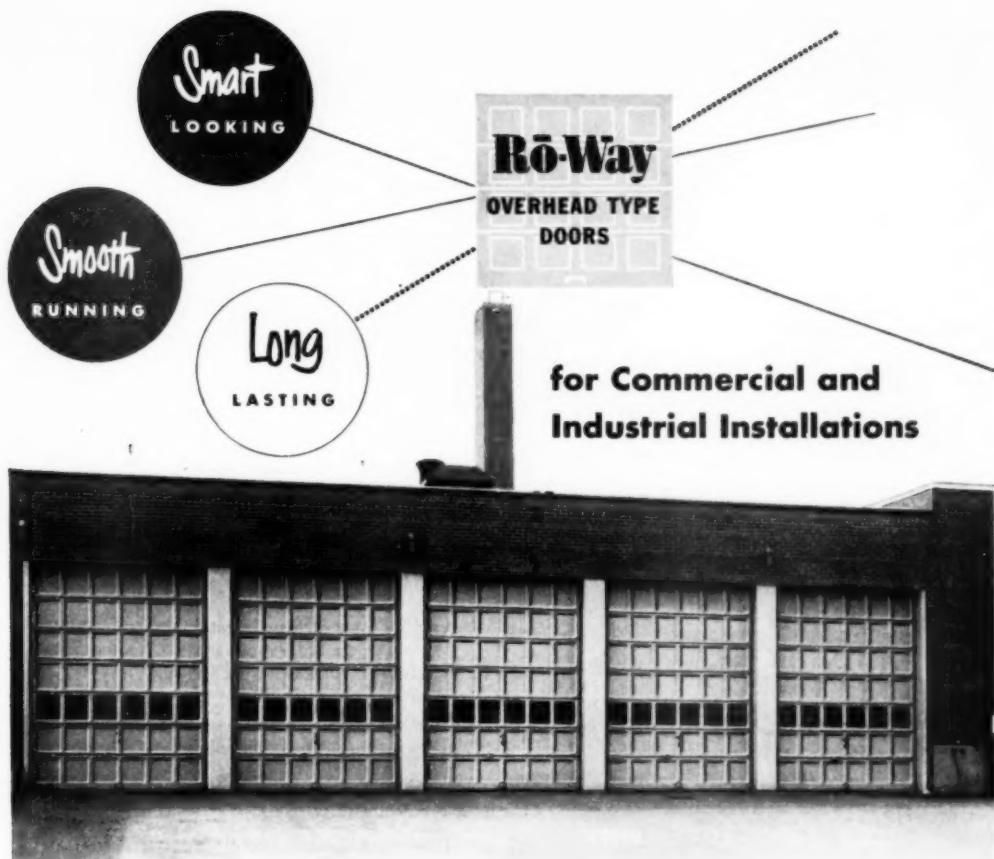
Stock sash are stored flat in the builders' department



Adequate parking facilities help increase cash and carry retail sales



Wall displays for paint products cover entire right side of building



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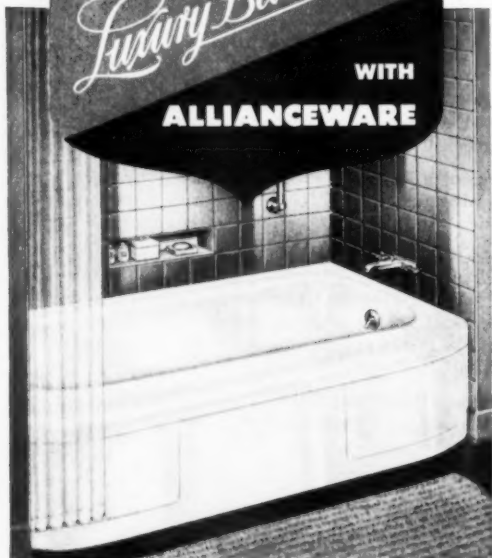
S.S. United States

Gibbs & Cox, Inc. Naval Architects

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★ ★ Typical AllianceWare bathtub installation
showing bathtubs installed on S.S. United States ★ ★

WITH space such an important factor, individual bathroom facilities on the S.S. United States had to be limited to shower installations except in the deluxe passenger suites of this great ship.

After the most extensive and exhaustive tests by the naval architects, porcelain-enamel, formed-metal bathtubs produced by AllianceWare were installed in all of the ship's bathrooms that are equipped with standard size bathtubs.

These bathtubs not only provide the beauty and attractiveness desired in the bathrooms for such a splendid ship, but they also effected some considerable saving in dead weight because formed metal bathtubs have strong, rigid construction, but little dead weight.

Whether for a luxury liner, a luxury hotel or apartment, an extensive housing project, or the most modest home—the outstanding qualities of AllianceWare bathtubs make them preferred by many builders and architects from coast to coast.

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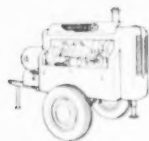
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5 to 7 seconds charging with Jaeger's "Skip Shaker" loader, equally fast discharging with Jaeger's bigger bucket and flight blades, shortens every mixing cycle, gains time for extra batches, bigger yardage every day you work.

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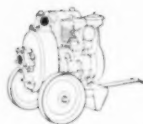


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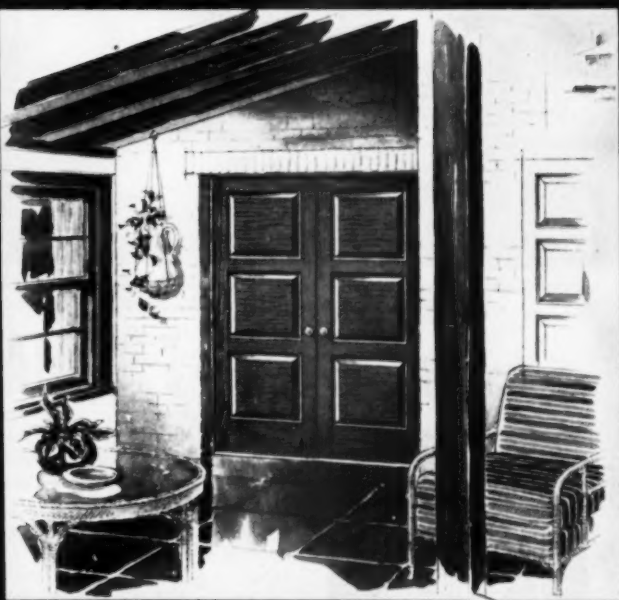
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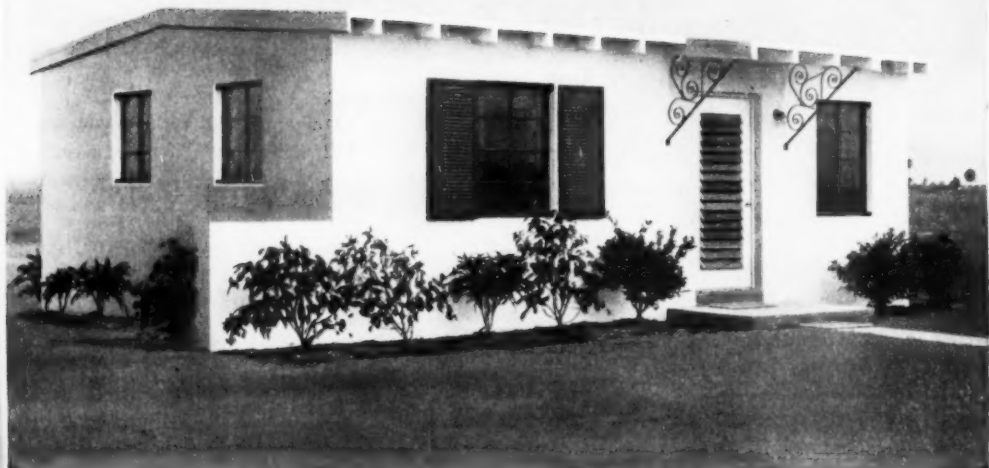
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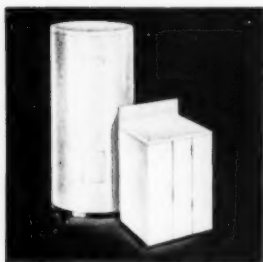
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the World of

Fundamentals on the nature of color
and color harmony . . .
Systems to guide color selection

COLOR

Chapter 7 in the paint series

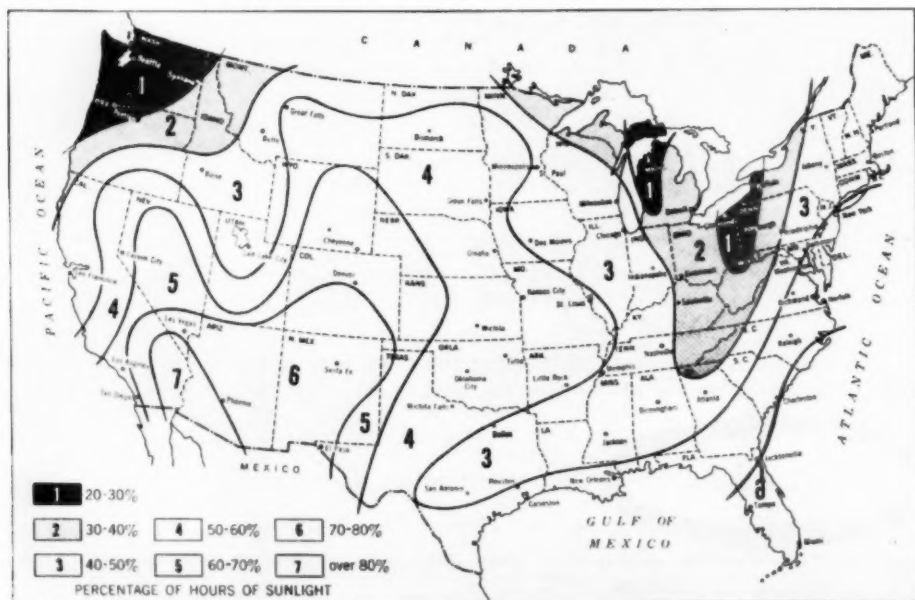
PROBABLY nothing is more subtle or important in modern sales engineering than color used to attract interest and influence decisions. The whole physical side of modern American life is conditioned by an increased awareness of what color can do when applied to every kind of an object, from a soap wrapper to a house.

The psychological aspects of light and color have become increasingly

better understood. Researchers have established beyond any contradiction that it is human for people to like color rather than gray or black. It is known that, regardless of race, nationality, or creed, people like certain colors better than others. The most popular colors, for men and women alike, have been found to be blue, red, and green; the least popular are violet, orange and yellow. Women lean toward tints and shades

(modified colors) more than men do. Pure colors, as a general rule, are liked better than grayish ones (although they may be harder to live with), and light tints are more popular than deep shades. Rich, intense colors draw people more favorably when used in small areas.

This kind of knowledge can be used effectively in situations where painting and decorating are done to appeal to public taste, and an under-



DuPont

SUNLIGHT AFFECTS COLOR PREFERENCES

Not all regions of the country have the same color preferences. The amount of sunlight seems to be more important to color preference for exteriors than climate itself. This map shows the percentage of hours of sunlight for the United States. Soft colors and cool colors for exterior painting are highly acceptable in regions where the hours of sunlight are relatively few. Blues and grayed tones are preferred. But in regions with much sunlight, the preference is for warmer hues and bright, clear colors. . . . In asphalt roofing, for example, the "hotter" colors and the pastels abound in the south, southwest, California and

Florida. Demand for blue increases from south to north. The south will take red; New England prefers natural slate tones. White, pale gray and light pastel tints have reached top preference in California and Florida. Multicolor blends are widely used in the Middle West. . . . In Southern California the colors in greatest demand are reported to be yellow, pale gray, pink, chartreuse, deep green, tan, aqua blue. Most of these are sharper and more brilliant than would be preferred elsewhere. Reason: bright color looks well under intense sunlight but is gaudy where the atmosphere is less clear.

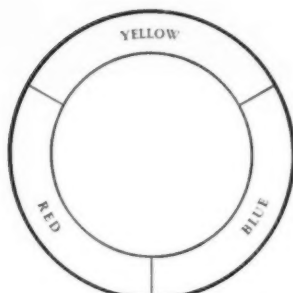


FIG. 1: PRIMARY COLORS

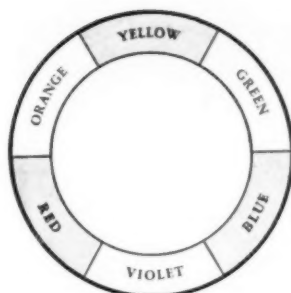


FIG. 2: SECONDARY COLORS

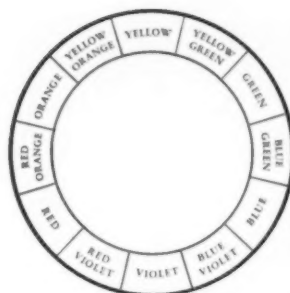


FIG. 3: 12-COLOR SPECTRUM

Figs. from the Pratt & Lambert "Specification Manual," 7th ed.

standing of the world of color is an invaluable asset for the merchant builder who must function not only as a construction expert but as a salesman as well. It is in fact one of the most important parts of his equipment for his work.

Reviewing fundamentals on color, take first the matter of color vocabulary.

Hue, Value and Chroma

The three terms used to denote color measurement are *hue*, *value*, and *chroma*. *Hue* simply is another name for color, and distinguishes one color from another. A hue may be lightened (or tinted) with white, and it may be darkened (or shaded) with black, but it still remains the same hue.

The *value* of a color is the degree of lightness or darkness of that color in relation to pure white and black. White is the highest value and black the lowest. A light tint such as ivory is high in value because it is so close to white. A dark shade is low in value because it is so close to black. A color that has been raised in value by the addition of white is called a *tint*, and one that has been lowered in value is called a *shade* of that color. High value colors reflect more light than low value ones. Low value colors absorb more light than do high value ones.

Chroma indicates the degree of color strength of a hue. If the color is seen at its fullest intensity it has a maximum chroma. When it has been grayed by a mixture of black and white or by adding its complementary color, the color is said to be reduced in chroma. *Tones* are varying degrees of grayed color. Two paints may be of the same hue or color and be neither darker nor lighter than one another (having the same value), yet be quite different in appearance because one is strong in chroma and the other low in chroma; as for instance, a bright

green and a grayed green. In wall decoration, colors with low chroma are usually more acceptable than those with high chroma.

The Color Families on the Color Wheel

Every color—including tints or tones of all colors—belongs to one of twelve color families. Achieving harmony in color combinations is a matter of understanding these relationships. Best way to get at it is to use that ingenious device, the color wheel. Isaac Newton designed the first such wheel in the 17th century. By means of it, the complete color spectrum is arranged in circular form.

In Fig. 1, the primary colors are put on the wheel. A primary color is a color in its purest state, without the addition of black or white or any other color.

In Fig. 2, the secondary colors are developed. Green, violet, and orange are formed by mixing equal parts of two primary colors.

In Fig. 3, the color wheel has been completed by the addition of the six tertiary colors. These are formed by intermixing equal parts of two adjoining colors (a primary color with a secondary color). The tertiary colors are yellow-green, blue-green, blue-violet, red-violet, red-orange, and yellow-orange.

Starting with yellow, which is the lightest of all spectrum colors, the colors on either side of yellow get darker in value as they approach violet, the darkest of the spectrum colors. This is called the normal spectrum *value order*, and this should not be violated when combining colors, or discordant color relationships will result. For instance blue lightened with white and combined with orange would be discordant because blue's normal value is lower than that of orange.

The whole color wheel may of course be lightened in value to a

higher key by adding the same amount of white to each color. So doing leads into the fascinating world of tints (rust, cocoa brown, lime yellow, bud pink, Wedgwood blue, etc.) so much used in decoration.

Actually, the color wheel is like a wheel with a common hub of neutral gray. If all twelve spectrum colors were mixed together in proper proportions, neutral gray would result. The twelve spokes of the wheel, each representing one of the spectrum colors, range from neutral gray at the hub to full color at the rim, with varying degrees of chroma (or gray-ness) between hub and rim. If you mix colors together that are opposite to one another on the wheel you will get grayed tones; for instance, if blue is added to orange in varying amounts, or orange to blue, the result will be progressive gray- ing of either the blue or the orange. As was stated above, this is a matter of reducing the chroma (or brightness) of the color, and can also be done by adding black and white to any color.

Using the Color Wheel

Harmonious color combinations can be selected by applying simple formulas to the color wheel. Chief among these are the formulas known as *true complement*, *split complement*, *double complement*, *alternate complement*, *triad*, and *mutual complement*. These are described in the figures on the next page. They are based on the underlying principle that contrast is the most favorable relationship of color. Colors opposite to one another on the color wheel are in perfect contrast, and are defined as "color complements." Blue is the color complement of orange, red of green, etc.

Response to color is a thing of the emotions, and this consideration is important in color selection. Briefly, psychological reactions to color can be summarized on the basis of the

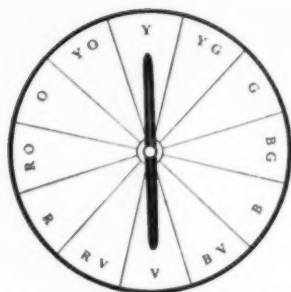


FIG. 4—TRUE COMPLEMENT, for a 2-color plan. Colors across the wheel are harmonious. Choose the color that best serves as the dominating color for the room. Then use its complement for accent on details. Too much complementary color makes for monotony. Equal areas of contrasting colors are not pleasing.

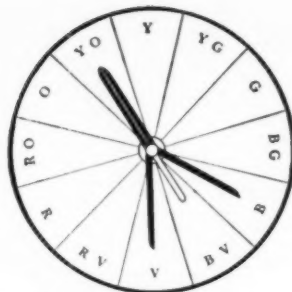


FIG. 5—SPLIT COMPLEMENT, for a 3-color plan. Colors on either side of the complementary color provide harmonious contrast. Proper proportions of each color used would determine the success of the decorating scheme.

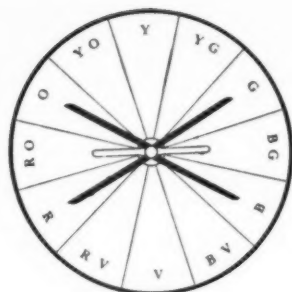


FIG. 6—DOUBLE COMPLEMENT, for a 4-color plan. Two sets of complementary colors are used. Remember that neutral colors may also be used with any color or combination. "Monochromatic" schemes can be worked out effectively in tints and shades of a single color.

spectrum colors, beginning with red as the most exciting color. Red, orange to yellow-orange represent various degrees of exciting and stimulating colors. Yellow is a color which is less stimulating but the most cheerful of all colors. The greens are progressively more serene in character. Blue is the most serene and soothing of all. In violet and purple are seated the more depressing colors. Emotional response to a color or tone is also very definitely linked to the degree of brightness or dullness of that color.

It is important, too, for the builder to be aware of sociological factors. For instance, from the sales angle it would be very unsuitable indeed to use Mediterranean colors on the exterior of a house built for sale in a Swedish neighborhood. Successful color selection for exterior surfaces also relates to suitability with architectural style. The color must express the character of the building. A

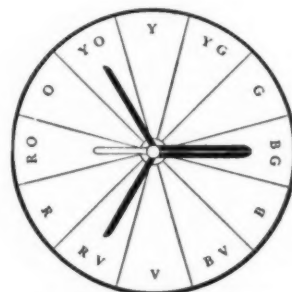


FIG. 8—A COLOR TRIAD is made up of three colors at equidistant points. All three will blend harmoniously.

Lamon stone ranch house painted aquamarine or any other flashy "modern" color would be a flop, color-wise.

In selecting color for wall decoration, remember that it is difficult to make proper decisions if the basis for selection is simply a small chip of color or a small area painted experimentally to get the supposed effect. Remember that color intensities with area and with reflection, and that a color appears more intense in a small room than in a large one. It will be more intense in a north room than in a south one, because the amount and quality of the daylight in the room always affects color. Remember that the brightness (chroma) of a color will seem to lessen both in bright sunlight and in subdued light.

The less natural daylight that enters a room, the brighter and lighter should be the value of the color used, to compensate for the lack of light. If the room is naturally very bright, the dominating color

used should be darker in value, and more gray, to compensate for the excessive light. If a color is to be used under artificial lighting, it will be best to view it under this light before selecting it.

The qualities of "warmth" or "coolness" in colors has a relation to the wave lengths of color. Long wave-length colors such as red and orange reflect heat slightly more than do colors of short wave length such as blue and green. But warm and cool colors are primarily a matter of psychological reaction. Most people "feel" red, orange and yellow as warm, and blue, green and violet as cool. Yellow-green is the neutral point. Researchers of the DuPont company have found that the warmest hue seems to be red-orange, with the general region of blue and green as definitely cool. Seemingly cold rooms therefore can be made to

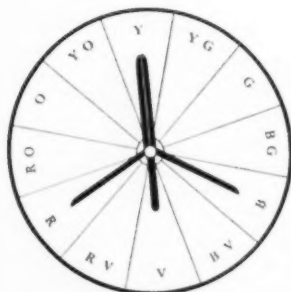


FIG. 7—ALTERNATE COMPLEMENT, for a 4-color plan. Three alternate colors opposite a given color may be selected, as: red, violet, and blue as alternate to yellow.

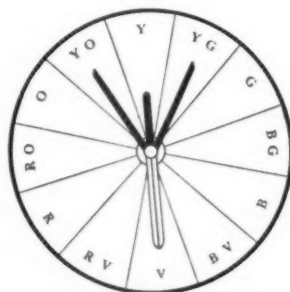


FIG. 9—MUTUAL COMPLEMENT. Adjoining colors of the spectrum have what is known as "color analogy." For instance, yellow-orange, yellow, and yellow-green share a common color factor—yellow. Analogous colors can be combined directly across the wheel from the center one.

seem warmer by using colors such as yellow, beige, buff, ivory, or peach; and blue-greens and greens will make a room seem cooler.

Color style trends are very important. Don't go on painting walls in deep shades, for instance, in the possibly mistaken idea that the customers want it. Maybe the current color trend is taking an opposite direction. The builder must keep always alert to decorating trends in his community.

For instance, in ready-mixed interior paints a steady change has taken place during the past 10 years, the American Color Trends research agency of New York City reports. In 1941, ivory, cream and buff accounted for 67.4 per cent of sales. Today, these colors account for only about 17.2 per cent. Fully a quarter of all sales of interior paint today is in green, demand for this color having risen from 4.8 per cent in 1941 to 24.5 per cent today. Blue has risen from 4.9 per cent in 1941 to 16.4 per cent today; gray from 5.6 per cent to 11.1 per cent; rose and pink from 5.3 per cent to 11.1 per cent; yellow from 1.1 per cent to 7.2 per cent.

American Color Trends also reports that of the first 20 choices of colors being chosen by several thousand women who had interior decoration plans in view this year, there were 5 light greens, 2 deep greens, 2 yellows, 2 grays, 3 blues, 2 pinks, 2 tints of ivory and 2 flesh tones. Yellow was the dominant choice (36 per cent) for kitchens.

Mixing and Matching

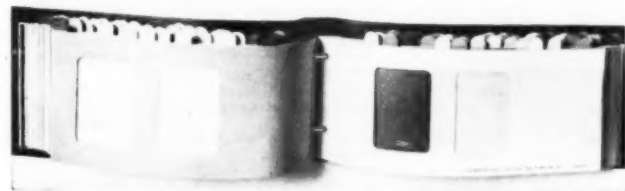
Mixing paint to achieve a desired color is an uncertain undertaking, and is complicated by the fact that color may dry lighter in some paint types and darker in others. Wall paint and enamel matched well in a tinted wet state may change to a very poor match when dry. The safest way around the color-matching problem is to use tints that have been factory-mixed by the manufacturer after many years of experience in painting out rooms. After all, proper color-matching is a matter of up-to-date machinery manned by experienced technicians under modern factory conditions. Many wise builders make a rule that there shall be no mixing of colors on the job; only factory-mixed tints are used.

However, informal matching and mixing still goes on, and for those who get involved in this costly pastime, the table reproduced on the following pages is useful. It is taken from *Lodore Kent's* recent book, "Paint Power," published by the National Paint, Varnish and Lacquer Association.



THE CHROME POINTERS of the Pratt & Lambert color selection device are shown in closed position, automatically indicating a true complement. They open into four pointers which are revolved by hand to indicate split, alternate or double complements, triads, analogies or monochromatic-with-accent color harmonies. (See also Figs. 4-9.) The instrument is so calibrated that the pointers always separate at equal distance from the center guide. As they will not extend beyond 120 degrees, the colors indicated by the pointers are always in perfect balance. Tints are shown on the three

outer bands of the color wheel; tones (or shades) on the three inner bands. The Color Book contains large cardboard sample sheets in actual color, and these are coded to one of the color families on the Calibrator, or to Neutral (white, black, or gray). For instance, if a 2-color effect were desired, with the red family as the dominant color, the calibrator would be turned to red. Green would then be automatically indicated as the complementary color. The buyer would then consult the Color Book for colors keyed to the green family. (See page 125.)



A PAINT AND COLOR STYLE GUIDE (below) is combined in the Sherwin-Williams color-selection system with a companion color book (above) based on 16 colors in Super Kem-Tone, a new latex paint. Cutout windows in the color book make possible as many

as 720 authentic color harmonies. Colored index tabs direct the user to the dominant shade in the color scheme. By turning the page forward and reverse, four correct accessory colors are suggested. (See page 125, "Systems to Aid Color Selection.")



How to Get Tints by Mixing Colors-in-Oil with a Base

Color Name	Description	Pigments To Use To Obtain It	Color Name	Description	Pigments To Use To Obtain It
Apple green	Moderate yellow-green	White for base. Add light chrome green and orange chrome yellow.	Gray stone	Pale brown	White for base; add lampblack, Prussian blue, Venetian red.
Apricot	Pale orange	Medium chrome yellow for base; Venetian red and carmine lake. If a light tint is wanted, lighten it with white.	Grays, all shades	Gray	White for base, lampblack in various proportions to obtain shade wanted.
Bottle green	Dark green	Lampblack and Prussian blue for base; lemon chrome yellow.	Ivy green	Moderate olive green	Ochre for base, add lampblack, Prussian blue.
Browns and brown drabs—all shades	Dusky orange	Venetian red for base; add ochre and lampblack in various proportions according to shades of brown wanted. For the brown drabs, add white to reduce the above brown tints.	Jonquil	Moderate yellow	White for base; add medium chrome yellow and a tinge of vermilion.
Café-au-lait	Light brown	Burnt umber for base; add white ochre and Venetian red.	Lavender	Pale purple	White for base; add ivory black, ultramarine blue, tinge with carmine or madder lake.
Canary	Moderate yellow	Use chrome yellow of that name or lemon yellow for base, lightened with white.	Lemon	Moderate yellow	Use lemon chrome yellow.
Chamois	Weak yellowish orange	White for base; add ochre, medium chrome yellow to suit, reddened it with a little burnt sienna.	Magenta	Deep red-purple	Vermilion for base; add carmine or madder lake with a tinge of ultramarine blue.
Chartreuse	Light yellow-green	Medium chrome yellow for base; add some medium chrome green.	Marigold	Strong orange	Medium chrome yellow for base; add white, orange chrome yellow.
Cinnamon	Weak orange	White for base; add burnt sienna, ochre, medium chrome yellow.	Maroon	Very dark red	Tuscan red for base; add orange chrome yellow and some ivory black.
Crimson	Strong red	Deep English vermilion or any of the crimson vermilion reds. If desired very rich, add some of the crimson lakes or glaze with them.	Mauve	Strong red-purple	Ultramarine blue for base; add white, tint with madder lake.
Colonial yellow	Moderate yellow	White for base; add medium chrome yellow, tinge with a trifle of orange chrome yellow.	Navy blue	Dusky purple-blue	Ultramarine blue for base; add ivory black.
Copper	Weak reddish-orange	Medium chrome yellow; tinged with burnt sienna.	Nut brown	Weak brown	Lampblack for base; add Venetian red, medium chrome yellow, ochre.
Coral pink	Moderate pink	Vermilion for base; white, medium chrome yellow.	Old gold	Light olive brown	White for base; add medium chrome yellow, ochre and a little burnt umber.
Cream color and all the buffs	Weak yellowish orange and moderate orange	White for base; add ochre to make the color desired.	Olive green	Moderate olive	Lemon chrome yellow for base; add about equal parts of Prussian blue and lampblack. Some shades of olive can be made by substituting ochre for lemon chrome yellow. Then, of course, the tone will not be so bright.
Ecru	Weak yellowish orange	White for base; add ochre, burnt sienna, lampblack.	Orange	Orange	Orange chrome yellow as it comes from the can.
Electric blue	Weak blue	Ultramarine blue for base; add white and raw sienna.	Peach	Moderate orange-pink	White for base; add pale Indian red.
Emerald	Strong green	Very light chrome green.	Pistachio	Weak yellow-green	Ivory black for base; add ochre, medium chrome green.
Fawn	Light brown	White for base; add medium chrome yellow, Venetian red, burnt umber.	Pink	Very pale red	White for base; add madder lake or carmine or the crimson shades of vermilion.
Flesh color	Weak yellowish orange	White for base add medium chrome yellow, French ochre and Venetian red.	Plum	Very dusky purple	White for base; add Indian red, ultramarine blue.
French gray	Light gray	White for base; add ivory black with a faint tinge of ultramarine blue and madder lake or carmine.	Primrose	Moderate yellow	White for base; add lemon or medium yellow chrome according to the color desired.
Golden brown	Moderate brown	Ochre for base; add orange chrome yellow, lampblack. Lighten with white.	Purple	Purple	White for base; add dark Indian red and a trifle of light Indian red to suit.
Gray green	Weak green	White for base; add ultramarine blue, lemon chrome yellow, lampblack.	Robin's egg blue	Pale blue-green	White for base; add ultramarine until the shade is a deep blue, then add some pale chrome green.

Color Name	Description	Pigments To Use To Obtain It
Russet	Strong brown	White for base; add orange chrome yellow, a trifle of lampblack and Prussian blue.
Sage green	Dusky yellow-green	White for base; add medium chrome green until the tint is nearly but not quite a pea green, then add lampblack to shade it.
Salmon	Moderate orange-pink	White for base; add ochre, burnt sienna, a trifle of vermilion.
Sapphire	Dark blue	White for base; add ultramarine blue.
Sea green	Moderate yellow-green	White base; add Prussian blue, raw sienna.
Scarlet	Deep reddish-orange	Pale English vermilion or any of the scarlet toned vermilion reds.
Shrimp	Moderate reddish-orange	White base; add Venetian red, burnt sienna and a trifle of vermilion.
Sky blue	Pale blue	White for base; add Prussian blue as desired.
Straw color	Moderate yellow	Medium chrome yellow for base; add ochre; a little Venetian red; lighten with white.
Tan	Dark orange	White for base; add burnt sienna and a trifle of lampblack.
Terra cotta	Dark orange	Ochre for base; add Venetian red and white. Some shades of it require the addition of Indian red. If rich colors are wanted, use orange chrome yellow in place of ochre; add Venetian red and a trifle of burnt umber.
Turquoise	Light greenish-blue	White for base, cobalt blue; pale chrome green.
Violet	Very dusky red-purple	White for base; add pale Indian red, a trifle of dark Indian red.

Suitable Colors for Northern Hemisphere Exposures

Exposure	Suggested Colors for Walls and Decorative Accents
Northern (Receives no direct sunlight)	Warm colors such as: yellow, gold, rose, beige, bittersweet, buff, burgundy, café-au-lait, canary, chamais, cinnamon, coral, cream, daffodil, dusty rose, ecru, fawn, flesh, henna, maize, peach, primrose yellow, russet.
Southern (Has warmer light)	Cool colors such as: green, light blue, light gray, turquoise, sky blue, robin's egg blue, jade, French gray, chartreuse, Alice blue, apple green, aqua green, leaf green, lettuce green, lime, mint green, Nile green, emerald green.
Eastern (Light is hard; gives a harsh look to colors)	Colors such as: light gray, ivory, cream, buff, fawn, English gray, taupe. (Some of the warm colors suitable for northern rooms can also be used, especially if rooms are small.)
Western (Warmest light received by any section of house)	Cool soft colors such as: sky blue, powder blue, oyster white, mint green, Alice blue, apple green, Nile green.

The rules for tinting are: Don't add a little of the oil color to the whole can of paint and expect to stir it evenly into one smooth tint. Instead, thin the oil color with a little of the paint, stir thoroughly and combine the mixture with the paint in the large container. Blend well, and see to it that the last streak of color is absorbed. Then strain the whole mixture through a cloth-strainer.

Rules for matching: Be sure to mix enough paint for the whole job. When the matched wet sample seems about right, brush it out on a surface similar to the one to be covered, and let the sample dry. If the dry color seems about right, brush it out in a large sample (two square feet) and allow that to dry, studying it under both natural and artificial light. Remember that the finished job, especially on a large surface, will look darker than the sample. Always decide on a lighter sample than the finished effect desired.

Systems to Aid Color Selection

Understandably enough, paint manufacturers have been afflicted with color madness. The general objective seems to be to provide buyers with an incredible array of colors without any regard for the problem of the decorative value which a given color might have in any given situation. More thoughtful manufacturers have begun to question this policy. As one of the oldest of them, Pratt & Lambert, puts it: "Of what value is a thousand or more colors if less than one per cent of the buyers know how to use them harmoniously? The answer is found not in the number of colors you have to offer customers, but in your ability to show them what colors may be harmoniously used together and know that your advice is correct."

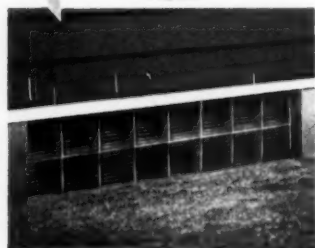
So there have come into use color selection systems, offered by the manufacturer as a guide to help the paint buyer make intelligent color decisions. They all are designed to answer the key question, "Does the color have decorative value?"

The Pratt & Lambert system is based directly on the color wheel device. The wheel has simply been transformed into a patented "calibrator" by which proper combinations of colors can be easily and quickly determined without loss of sleep on the part of the builder or buyer. This Color Calibrator, pictured and described in the photograph on Page 123, scientifically assembles from two to six colors in perfect harmonious relationship. It is used along with a color-chip book showing the complete line of Pratt & Lambert job-tested wall colors plus four let-downs (lightening of value) for each deep color and spectrum color. These let-downs are made by the addition of varying quantities of either platinum gray or white. The Calibrator and color book can be borrowed by the builder from the manufacturer, or purchased at \$2.50 for the Calibrator and \$5.00 for the color book. Pratt & Lambert also offers a free color-planning service as part of the purchase price of its paints for a job.

The Sherwin-Williams Company offers a combination of two color-selection tools. One is a large pictorial "Paint and Color Style Guide," which shows actual rooms done in various color combinations—that is, the same room units are shown decorated in different combinations. This Guide is used with a "Style Guide Companion, Vol. II" a color book based on 16 colors in the S-W Super Kem-Tone line (a latex paint). Windows in the pages of the color book enable the user to view as many as 720 authentic color harmonies. Both the Guide and Companion are available to builders on loan or purchase from the nearest Sherwin-Williams dealer or retail store. The Guide costs \$7.75; the Companion, \$9.75. Of the two, the Companion would seem to be the more versatile tool for average use.

Less elaborate but very handy is the "Color Dynamics Home Guide" offered by the Pittsburgh Plate Glass Com-

At Last!
the answer to the
basement window
problem...



INSULUX GLASS BLOCK

WHEN CUSTOMERS complain that cellar windows are continuously being broken, frames rotted, wind and rain driven in—recommend replacement with Insulux Glass Block!

Make the comparison! Figure it out for yourself! Compare the cost of sash, screen, storm window and maintenance against that of a lifetime panel of maintenance-free Insulux Glass Block.

A panel of Insulux Glass Block can't rust or rot; never needs painting. Glass block is extremely hard to break . . . makes a sound, weather-tight, insulating panel. And glass block lets in all the light, yet blocks out sight.

Supplies of glass block and all of the accessories needed are non-critical and immediately available in quantity. Installation is simple and quick . . . requires only ordinary mason's tools.

Want more information about this use of Insulux Glass Block? Just write: Insulux Glass Block Division, Kimble Glass Company, Dept. AB-9, Box 1035, Toledo 1, Ohio.



KIMBLE GLASS COMPANY

Subsidiary of Owens-Illinois Glass Company
Toledo 1, Ohio

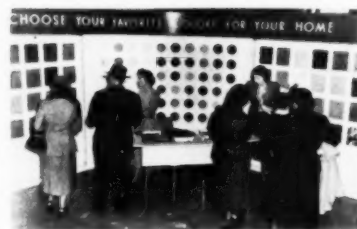


A GIANT HOME TEST COLOR ALBUM (shown on floor) is the Eagle-Picher Company's idea for expediting intelligent color selection. This album includes 40 colors, 17 ready-to-use from the can and 23 being simple intermixes of two colors. The "giant" cards are 14 by 19 inches, are more reliable a test than the average small color chip. The album is available on loan from dealers who handle the Eagle-Picher line.

pany and showing various color schemes for the same room units. Seventy-two different color combinations are worked out, six to a page, and a compass pointer in the center of each page-spread indicates color recommendation based on the room's hypothetical exposure to sunlight. The book cleverly includes a loose masking sheet which helps to view each room setting individually, thus getting the most effective color visualization for each suggested scheme. Designed primarily for paint dealers, this "Color Dynamics Home Guide" is available in limited supply to builders. Especially for builders, Pittsburgh Plate Glass has developed

ness engineering, color preferences, color and visibility, and the like. This manual explains the functional use of color in industry, office buildings, hospitals, hotels, restaurants, apartments, stores, and schools. It is available at \$8.50 a copy from the Finishes Advertising Department of DuPont, Wilmington 98, Del. Free on request is "DuPont Color Conditioning," a handsome 32-page booklet describing what color conditioning is. This booklet serves as an introduction to the manual.

The DuPont color service also includes color research reports issued now and then to dealers from American Color Trends, an agency headed



DuPont

a color presentation that is made by a paint-and-color field representative. This is a visual presentation outlining the general uses of color and is available free of charge to all builders from local Pittsburgh Paint centers.

DuPont's approach to color emphasizes the "what color does" angle. The main tool in this company's color service is a "Color Conditioning Manual" which presents conclusions based on many years of research on emotional reaction to color, on bright-

CONSUMER RESEARCH SURVEYS are a big factor in some paint manufacturers' approach to color. Average American home owners have been screened and questioned on color, not only from the point of view of paint but home furnishings as well. From such information, carefully classified and correlated, manufacturers endeavor to arrive at finer points about suitable colors for flat, semi-gloss and gloss finishes for every room in the house.

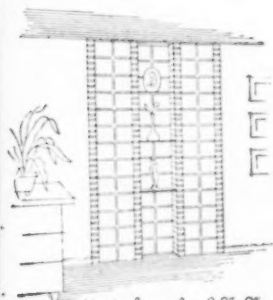
by Faber Birren, long-time color consultant for DuPont. A 25-cent booklet, "Color Likeable and Livable," includes examples of proper color planning for the home, while "Your Pocketbook of Modern Colors for Home and Industry" is DuPont's latest contribution to the art of making color catalogs. This tool is available from the company at \$1 a copy.

There are other such color selection systems, but these are sufficient to illustrate the trend.

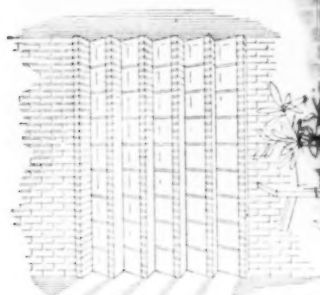
Next Month—this discussion of color will be continued in a series of illustrated cases showing how

PAINT BRINGS OUT THE BEST POINTS

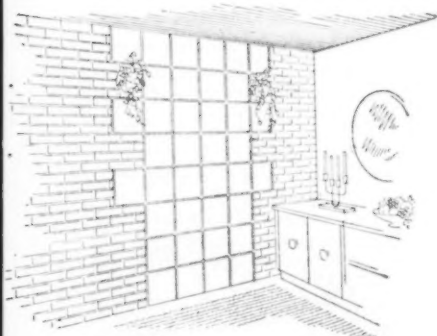
... from the INSULUX sketch book



Vertical panels of 8"x8" glass block-staggered in plan with brick vertical fins between. 1/8" plate glass shelves set in brick joints



Directing Light-Interior Partition
12"x12" glass block set at an angle with single brick fin separators between each row



Dining Room
12" glass blocks worked in with the inside of a face brick wall interior



8"x8" glass blocks in panel-copper planting-boxes fastened to anchors in mortar joints



STAIR HALL
three 12" blocks with individual frames

include light...include privacy...include **INSULUX**

Insulux Glass Block® offers you opportunities to create new architectural designs that cannot be achieved with any other material.

For specifications using Insulux in these or other designs, write to Insulux Glass Block Division, Kimble Glass Company, Dept. AB9, Box 1035, Toledo 1, Ohio.

KIMBLE GLASS COMPANY

Toledo 1, Ohio



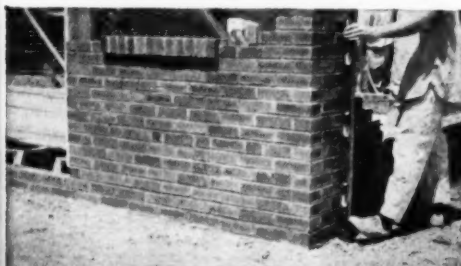
Subsidiary of Owens-Illinois Glass Company

SEPTEMBER 1952

127

"ATLAS MORTAR is the best mortar cement I have ever used"

... declares **WILLIAM ASHTON**, mason contractor for some of the neatest-looking new homes in Collingdale, Pa. Enthusiastic about Atlas Mortar in the home-building field because better work means better business, he adds, "I think it's ideal to work with, and gives an excellent finished job."



IT'S EASY TO SEE how true, tight joints can convince a home owner he's getting a good job. Experience proves that masonry units are strongly bonded with Atlas Mortar; water-tight joints are obtained. Mr. Ashton's own home is an Atlas Mortar job, too!



THE PAYOFF is the finished job. And you can rely on the good color and satisfactory hardening of Atlas Mortar for jobs you'll be as proud of as Mr. Ashton is of this newly completed residence.

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WHY IT PAYS TO USE ATLAS MORTAR

There's an extra safety factor in Atlas Mortar. It is such a well-balanced masonry cement that mixes get too short to work with when *too much* sand is added. So it actually works as a "job inspector" to help assure customer satisfaction. And masons like to work with mortar that's not too fat... not too lean... but *just right*.

Atlas Mortar has proved itself on both large jobs and small and in the laboratory as well. It complies with ASTM and Federal Specifications for masonry cement. For further information, write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Avenue, New York 17, N. Y.

AD-M-30

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THE SATIN OF MASONRY CEMENTS



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Barcol OVERdoors

Attractive Appearance

When a midwestern architect set out to reproduce the charm of a traditional style, he got the results shown in the picture above. Aiding his efforts was the special design of the Barcol OVERdoor sections, with vertical grooves suggesting the boards in barn doors of a by-gone day. But back of this beautiful facing is solid, up-to-date mechanism that makes the Barcol OVERdoor "an improved overhead door" — a pleasure to own and use. We suggest you visit with your Barber-Colman representative on the subject of Barcol OVERdoors, electric door operators, and the Radio Control. He can give you full details and tell you the many advantages of these modern products, which are so useful toward improving the pleasure of good living.

PLUS

MECHANICAL FEATURES
THAT GIVE

EASY WORKING

NO STICKING

WEATHERTIGHT
CLOSING

LONG LIFE



FACTORY-TRAINED SALES AND SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

BARBER-COLMAN COMPANY
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SHEATHING THIS HOUSE WAS A SNAP

...with easy handling Gold Bond Gypsum Sheathing!

YOU don't have to saw Gold Bond Gypsum Sheathing. Just score the water-repellent outer casing...and snap! The panel breaks off clean as a whistle. This easy workability means faster application, and sizable savings in labor costs.

NEW HARD-EDGE! Now, Gold Bond Gypsum Sheathing has a tough, damage-resisting Hard-Edge on the groove side of every panel! Needs no "babying" on the job...gives tighter joints, reduces replacement costs.

Here are more ways the big 2' x 8' panels cut building costs:

1. Costs about 1/3 less than wood sheathing.
2. Can be applied in half the time.

3. About 50% fewer nails required.

4. Less waste. No random lengths, no lap loss.

5. Eliminates building paper. FHA permits application of all types of exterior finishes (*except stucco*) over Gold Bond water-repellent Gypsum Sheathing.

YOU'LL LIKE Gold Bond Gypsum Sheathing for its extra strength too. Racking tests prove that these big knotless panels give greater structural strength than other commonly used sheathing materials. And the core of gypsum rock is asphalt-treated for increased moisture resistance.

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Lath, Plaster, Lime, Sheathing, Gypsum Roof Decks, Wall Paint, Textures, Rock Wool Insulation, Metal Lath, Sound Control Products, Fireproof Wallboards, and Decorative Insulation Boards.

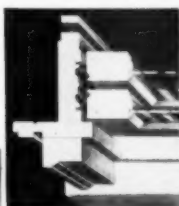
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Gold Bond

AMERICAN BUILDER

tomorrow's window today!

BILT-WELL



SUPERIOR UNIT WOOD WINDOWS

one of the finest windows available to give homeowners what they want!

When you specify Superior Windows you are *thinking* of tomorrow! No other window offers more complete weathertightness and continual ease of operation! Superior's exclusive jamb-liner weatherstrip is flexible and compensates for dimensional variations due to climatic changes—it assures smooth, quiet sliding the year 'round. In addition, Superior Windows are perfectly counter-balanced, and adjustable to wall thicknesses and various standard types of construction.

Superior windows are made of kiln-dried Ponderosa Pine and are chemically-treated in strict accordance with NWMA standards.

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Dubuque, Iowa

Here's a list of the Bilt-Well line • Superior Unit Wood Windows • Nu-Style & Multiple-Use Cabinets • Carr-door Garag Doors • Combination Doors • Screens & Storm Sash • Basement Unit Windows • Shutters • Exterior Doors • Interior Doors • Entrances • Louvers & Gable Sash • Corner China Cabinets • Ironing Board Cabinets • Mantels • Telephone Cabinets • Stair Parts

Build Well
with

BILT WELL
WOOD WORK



One of 23 new Norgate homes occupying two-acre sites on rolling, heavily wooded land in Brookville, L. I. Each is set back 100 feet from the street and has an over-all length of 75 feet

There's Always a Better Plan

NO MATTER how good his home plan may be, a builder can often pick up a few worthwhile ideas to better it—either by eavesdropping on the comment of visitors as they pass through his model house or by suggestions direct from new owners.

Usually such well-intended efforts go for naught, ruled out by price increases. But Gustav A. Mezger, developer of the Norgate colonies in Long Island, N. Y., found himself in an unusually strong position this past spring to take full advantage of the situation.

Mezger has a large ranch-style house which he introduced during the 1949 NATIONAL HOME WEEK. Containing six rooms, two baths, 28x52-foot basement, a multitude of glass area including two 20-foot window sections, fully equipped electric kitchen, flagstone terrace and attached garage, it was offered at a base price of \$21,500 on a quarter-acre plot. More than 140 units of this model were built and sold, attesting to its popularity. Still, suggestions for im-

proving the plan were entertained.

For the past two years, Mezger has been working with Philip Resnyk, his architect, to perfect his revised design. During this time, he acquired a 51-acre portion of the former estate of Joseph E. Davies, one-time United States Ambassador to Russia. The land is in the exclusive estates section of Brookville, L. I., where strict zoning requirements presage higher costs, so it was natural that the new plan be adopted there.

The new homes occupy two or more acres each which, with steadily rising costs of the past three years, explains most of the higher price level beginning at \$32,700. The balance is attributed to more efficient use of space, as noted in the adjoining floor plans. This is how Mezger accomplished the change:

A service door was cut into the kitchen to eliminate the necessity of walking across the dining room to the rear door adjoining the garage. The kitchen door replaced one of the

five panels of windows making up a 20-foot-long window wall in the rear, but glass panels were retained in the door.

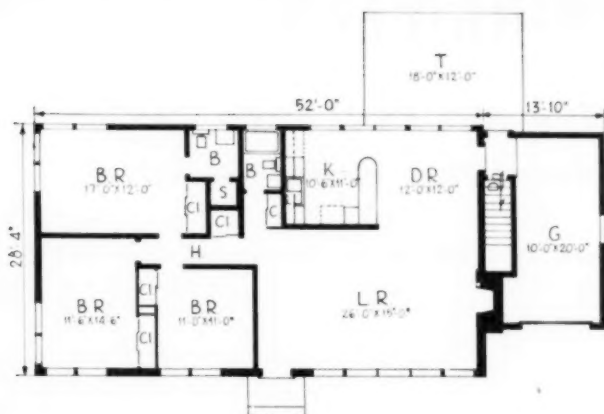
Kitchen and dining room, formerly only partially obstructed by a long breakfast bar, were separated by a solid partition with a door, to increase privacy in each room. A feeling of spaciousness encouraged by the former open planning was retained by a clever arrangement of two 4x6-foot mirrors. Mounted on each side of the new wall, they extend from the door to the windows. Thus each room has approximately as much light as it did in the old design and appears to have four or five tiers of windows.

The kitchen is no longer a dead end. A door was cut through the wall leading to the bath and bedroom section. To do this meant shifting the linen closet to a larger space formerly used as a guest closet.

In turn, the guest closet, which heretofore was reached by crossing the living room, was relocated direct-

OLD

Original plan, introduced in 1949, which resulted in construction of 142 houses in Norgate-at-Manhasset



NEW

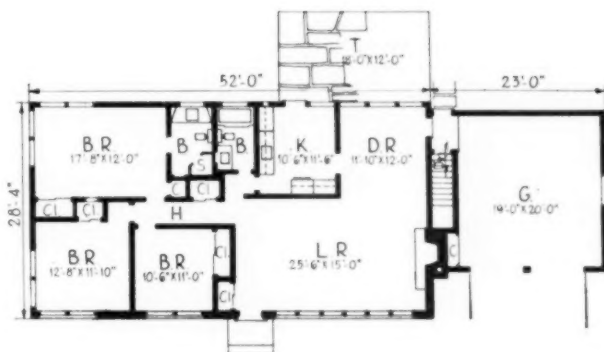
Same general 1949 plan as improved for 1952 Norgate-in-Brookville luxury model. Changes involve extensive rearrangement of kitchen and closet areas. Over all area remains the same, except for the garage, which is doubled in size

ly adjoining the main entrance. To accomplish this, the closet wall between the two front bedrooms was moved between the living room and bedroom areas. This also served to better insulate the living and sleeping sections.

The master bedroom was fitted with two closets having a total length exceeding 8 feet, instead of one 6-footer, and the smaller of the two is cedar-lined. The change brought about a vastly increased floor area in the master bath to permit installation of a glass-enclosed shower stall, accessory cabinet with full-length mirror and a vanity-type lavatory with large mirrors diagonally across each end.

The garage was doubled to two-car size. In this space, a 4-foot-wide niche formerly left open was fitted with a built-in broom and garden tool closet.

One other factor has been added to the salability of houses at Norgate-in-Brookville. Once the 23 units planned are completed, all others to be built within the village limits must be still larger and more costly. Local authorities again tightened their regulations after the project was started.



Financing details all set forth concisely for every prospect to study in attractive brochure distributed to describe Norgate-in-Brookville

OWNERSHIP OF A NORGATE COUNTRY RANCH HOME HAS BEEN MADE SIMPLE AND EASY FOR YOU.

Amount of Mortgage	\$18,000
Term of Mortgage	20 years
Interest and Amortization	\$113.94
Taxes (Estimated)	30.00
Water (Estimated)	2.50
Insurance (Estimated)	5.40
TOTAL Monthly Carrying Charges ..	\$151.84

For each \$1000 additional down payment, deduct \$6.33 from above monthly carrying charges.

The average monthly amortization is \$75.00. This is a saving!

Why continue increased rents? ... or be content with an ordinary or obsolete home? ... when you can now own a new Country Ranch Home for so little at NORGATE-IN-BROOKVILLE.

HOME OWNERS SAVE ON INCOME TAX

Mortgage interest and real estate taxes are allowable income tax deductions which amount to a substantial saving to the home owner.

BRAND NAME PRODUCTS USED

American-Standard plumbing fixtures	Ketchum stall shower
Armstrong linoleum, tile	Libbey-Owens-Ford Thermopane windows
Formica counter, vanity tops	Miami Carey exhaust fan
General Electric refrigerator, range, clothes washer, dishwasher	Morton steel cabinets with sliding glass doors
Johns-Manville mineral wool insulation	Sun Ray oil burner
	Tracy sink, counter tops
	U. S. Radiator boiler

MODULAR PRINCIPLES:

How the Four-Inch Control Simplifies Home Building

Chapter 9—Construction and Use of the Universal Jig Table

By Griffith S. Clark

APPPLICATION of the mass production technique is possible whenever materials are scheduled to the job in orderly fashion and working stocks of dimension lumber are properly handled at the site. This can be done by using jig tables for assembling many small pieces into larger construction parts. Any system is acceptable, if uniform, but use of the 4-inch modular control as the coordinating medium assures a simplified operation and virtually guarantees substantial savings.

So long as it has modular markings, accurately placed, *only one jig*

is necessary to fabricate all wall, floor, roof and non-rectangular sections required in a house. This is the only known system with which one jig can be used successfully.

As stressed in previous articles, center lines of all walls and partitions must be located in exact 4-inch multiples and all walls are treated as if they were actually four inches thick. This makes it easy to locate sub-assemblies for intersecting partitions in their proper places, once the various functions of subassemblies and their relationship to the modular lines in placement is understood.

Portable or Permanent

Obviously, the universal assembly jig should have modular identifications so located that they permit easy marking of the plates. The jig need not be elaborate, but accuracy is a must. This framing device can be outlined by 2x4's on the subfloor and a tick strip laid out on a 1x4 with the proper markings. It may be portable, easily moved from one site to another, or it may be a permanent shop installation. If permanent, the jig should have a hardwood flooring and two softwood 2x6 nailers should be inserted, one on the zero line and

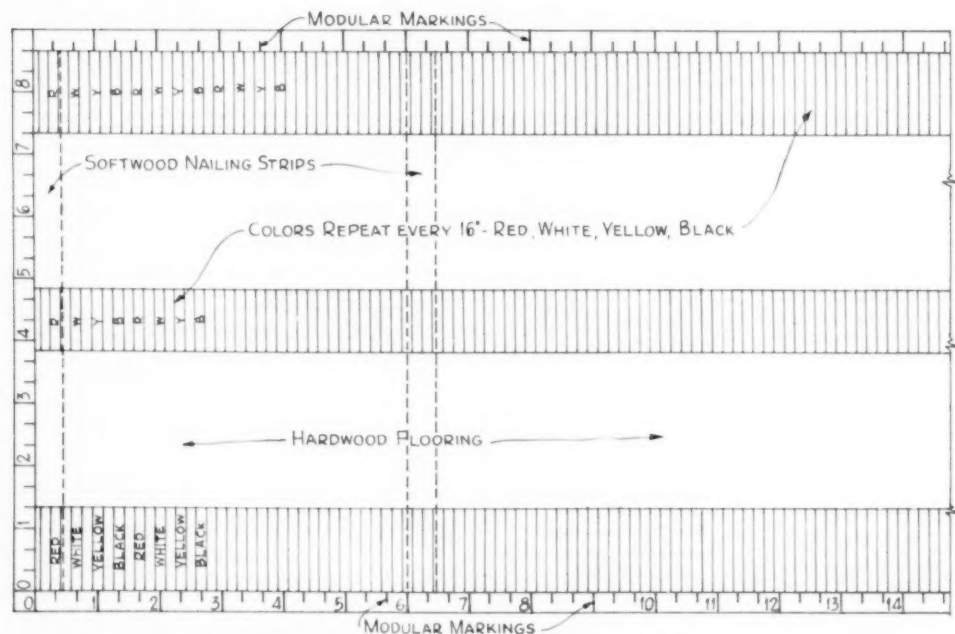


FIG. 1—Universal type of modular jig used for fabricating walls, floors, roofs and non-rectangular sections

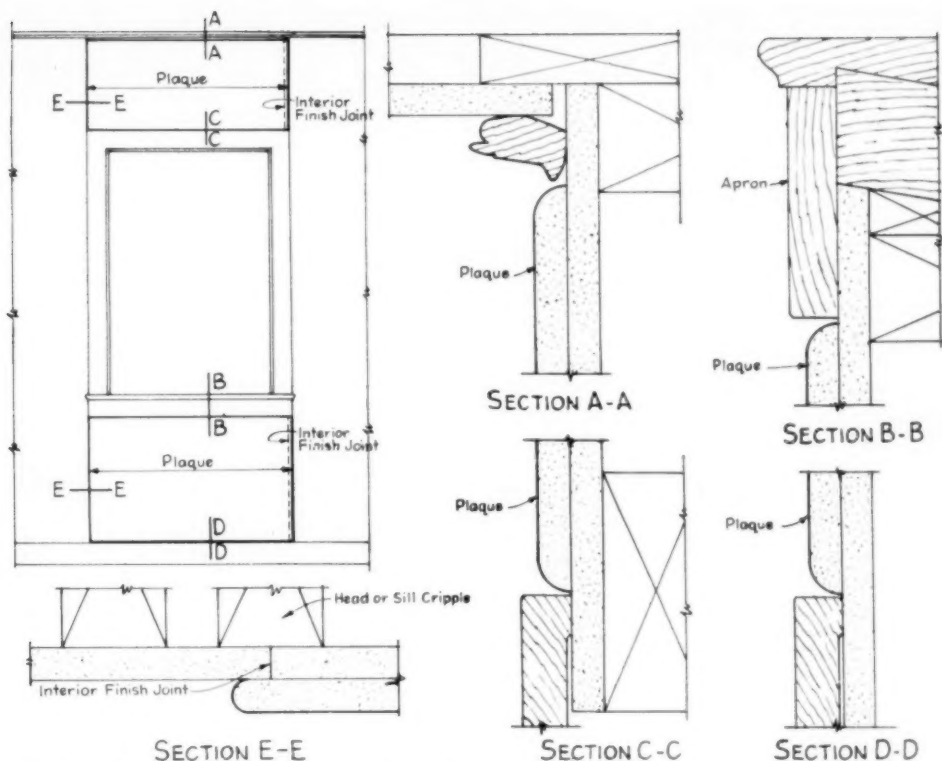


FIG. 3—Interior plaques shown on window elevation, plus details of cornice (A-A), stool (B-B), base (C-C, D-D) and side (E-E)

the other centering on the 6-foot line, for use in laying out non-rectangular sections.

Every jig must have a zero-starting right angle so that all framing to be assembled will be absolutely square. This zero angle starting position should be on the left hand end when facing the jig.

Four-color Marking

Four-inch marks along the length of the jig should be designated in four different colors, such as red, white, yellow and black which seem to be the easiest colors to identify accurately. Most color-blind mechanics can pick out these colors without trouble. Each colored stripe should be $1\frac{3}{8}$ inches wide and each color should repeat itself every 16 inches. The center line of each stripe should coincide with the 4-inch modular marks. This pattern will allow quick placement of studs through covering the stripes of a designated color (see Figure 1).

The jig should be wide enough to contain the maximum height wall section with space left over for wedging against solid backing. If an 8-

foot $1\frac{1}{4}$ -inch section height is used, the clear space between guides should be about 8 feet, 8 inches. Two 2x6 wedges can then be used on the flat. Studs, rough openings and subassemblies should be in place before tightening the wedges against the plates. The wedges should always be driven in the direction of the zero end so that the framing remains square.

No Hand Rule Needed

It should not be necessary to use

a hand rule provided the jig table has been marked accurately and the plan has been properly detailed. Cut a four-inch square of $\frac{3}{16}$ -inch hardboard diagonally in half. Starting at the right angle, mark the base and altitude of the triangle with $\frac{1}{8}$ -inch kerfs, each one inch apart. This will make a rule that has only 1-inch markings. Have several of these markers on each side of the jig (see Figure 2).

Locating a Rough Opening

In locating a rough opening (for a window), be sure that all lintel lengths are six inches longer than sash widths. When the center lines are designated on the plan, deduct one-half the lintel length and mark the top and bottom plates. Keep the two plates together while being marked so that all marks coincide. The mark corresponding to the left end of the lintel becomes the location of the inside face of the through stud.

For example, a reference to the first floor plan which appeared as Figure 1 in the August installment of this series will show that section

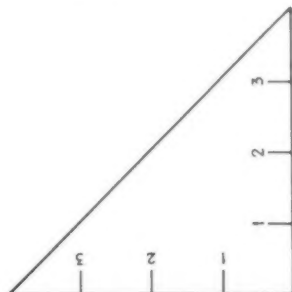


FIG. 2—Four-inch hardboard marker

101 is 10 feet long and has a window 2 feet 8 inches wide and 4 feet 6 inches high. This means the lintel length will be 3 feet 2 inches long. The center line is designated 5 feet. Following through with this procedure, one-half of 3 feet 2 inches is 1 foot 7 inches. A 5-foot center line less 1 foot 7 inches is 3 feet 5 inches. This means the plates will be marked at the 3-foot 5-inch line. Place the two plates on edge so that the left end of the plates fits snugly into the zero angle of the jig. Since there is a modular marking at the 3-foot 4-inch line, take the triangle with the right angle on the right side and let the first 1-inch kerf marking coincide with the 3-foot 4-inch marking and scribe the altitude of this triangle across the edge of the plates, so that the base line coincides with the lower edge of the plate.

Separate the plates the width of the stud length. If the red, white, yellow and black markings have been made in that order, the first stud will fall on black, the second on black. Since the through stud is on the 3-foot 5-inch line, the rough opening will be positioned as described above and a through stud will be attached to its right end. This last through stud will fall on the 6-foot 8-inch line which will be black, the next stud will be on the black at the 8-foot line and a "D" subassembly will fall in the right end of the section with the filler piece protruding downward (see August issue for illustrations of various subassemblies).

The same procedure also applies for doors, fireplaces and access openings.

Subassemblies

Each subassembly has its counterpart for "close" conditions. "A" and "B" represent the normal and close relationship for corners. "A" is used under normal conditions, while "B" would be used under conditions as detailed on the left end of Section 108 in the floor plan.

Three-way subassemblies are represented by "C," normal; "D," close; "E," a standard 4-inch filler between two openings; "J" normal, and "K," close. In each instance, the filler piece of the normal subassemblies center between the 4-inch modular markings. In all close conditions, the outside edge of the subassembly is placed on a modular line. When the close subassembly occurs at the end of a section, it falls naturally on a 4-inch line, but when it is located within the section, the side next to the opening falls on a 4-inch line.

For four-way assemblies, "F" is a four-way "C," "G" is a four-way "D," and "H" is a four-way "E."

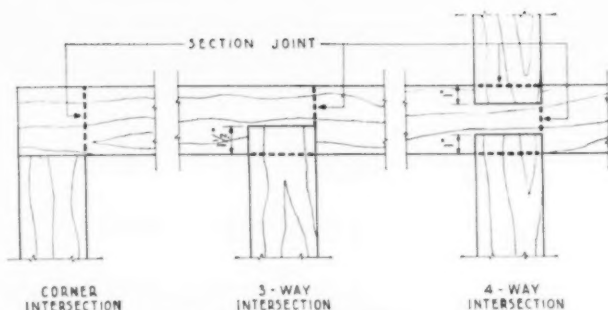


FIG. 4—Attaching continuous plates

each positioned exactly as the three-way assemblies are placed with relationship to the modular line.

"J" and "K" are 8-inch subassemblies used when a double wall intersects a 4-inch wall or partition. It is obvious, therefore, that a double 4-inch wall will keep procedure in line whereas a 2x6 plumbing wall is not good modular practice. When the double 4-inch wall is used, the intermediate studs are placed on the flat and all notching or cutting is eliminated. A 2x6 wall means subassemblies will be placed with non-modular relationships as described above. It can be done, but it will require absolute knowledge of the entire system in order to compensate for the variance in procedure.

Precutting Essential

Precutting of all wall framing lumber, sheathing and interior finish materials is essential. The procedure just described provides necessary safeguards which are automatic safeguards. If 1/2-inch material is used as interior finish the following rule is made: all interior lengths are pre-cut to room size, less 5/8-inch. When room sizes are detailed in 4-inch increments, all walls are centered on 4-inch lines and the framing dimension is 35/8 inches, the actual wood line stops 3/16-inch short of the modular line. The 1/2-inch covering thus encroaches 3/16-inch and extends 3/16-inch over the modular line. Since this occurs on both sides of the room, the distance from face to face of the covering material will be two times 3/16-inch or 5/8-inch less than the nominal dimensions.

The interior material has certain setbacks from the center member of the subassembly, which was shown in Figure 2 of the August chapter. These setbacks are possible when the pre-cut sheet is 5/8 inch less than room dimension. This procedure automatically checks the correct position of the subassembly.

When 8x14-foot sheets are used as

interior finish with this method of framing, no finish material interferes with the wood-to-wood contact at various intersections. All joints occur at corners in wall lengths less than 14 feet and framing is provided for joint backing at all openings so that joints may be placed at windows or doors in longer walls (see Figure 3 for elevation of window with head, side and base details). Field work is thus reduced substantially, for erection can proceed without the harassing interruption of cutting in small pieces for grounds and backing.

Field Erection of Walls

After the first-story walls have been erected and joined, the ends of the interior partitions which abut outside walls should be lagged. Experience has proven that fabricated sections cannot be joined successfully with spikes alone. One 3/8 x 5 1/2-inch lag screw has a resistance to withdrawal per inch of penetration from Douglas fir equivalent to seven 20d spikes. Lags should be located approximately one foot from the top and bottom of each section, plus one in the middle.

When continuous plates are applied conventionally, they can be attached by two methods. One breaks the joint between sections and the plates so that they are not continuous (see Figure 4). The alternative is to make half-lapped connectors in 2-foot lengths for the various conditions and send to the field. These are nailed in place, tying the joints properly, and intermediate filler pieces are cut to fit. The latter method will save at least 35 per cent of the time required for application with the usual conventional methods.

NEXT MONTH'S ARTICLE

will explain the correct modular procedure in first-story ceiling construction.



Caterpillar D-7 strips top soil prior to construction and piles it to the rear of lot. Slab and stoops are poured, house is built, and sidewalks and drives are laid. The D-7 returns the top soil to the lot after rough grading



Virgil Place, president of Place and Company, South Bend, Indiana, evolved this mechanized seeding operation to reduce costs

How to Reduce Lawn Costs To Less Than Half



EXPERIMENTS by Virgil Place prove that farm machinery is a valuable addition to his equipment inventory. Through owning and operating the equipment shown on these pages he has reduced the cost of a 4,000 square foot lawn from \$124 to \$47.

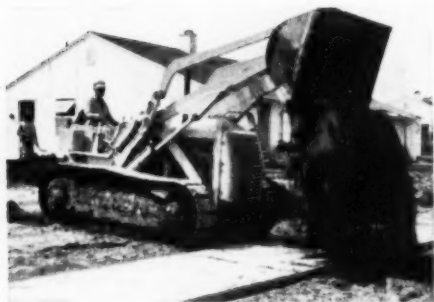
The standard farm attachments used with a Ford tractor include a weeder, tiller, and seeder. These, in addition to the large land preparation machinery, reduce the need for common labor, speed the job, and lower costs.

Crews are not enlarged in the spring when the company starts catching up on seeding the lawns of winter building. The new method not only saves money, but quickly overtakes the backlog of unplanted lawns.

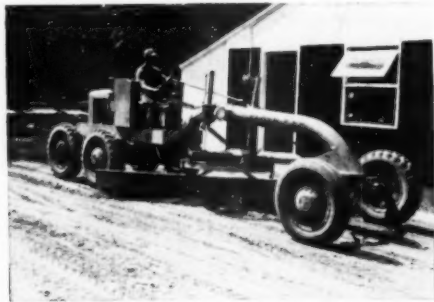
Rough grading of the top soil is done with a rear bladed Ford tractor. The rubber tired machine does not harm sidewalks and drives



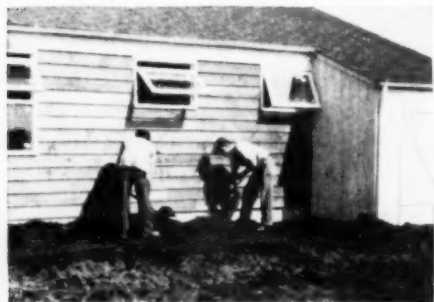
Smaller amounts of top soil are strategically spread with this scraper-loader. All attachments are powered with Ford tractors



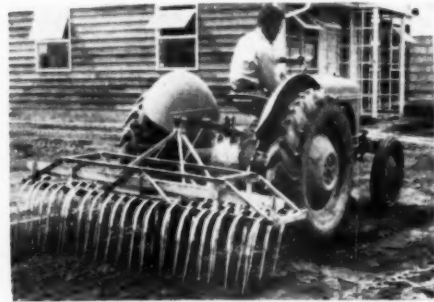
Trackson front end loader throws top soil over the sidewalk onto the parkway. Dirt has been moved from the rear of the lot



Allis-Chalmers Model-D grader with a 12-foot blade finish grades the lot. Operators regulate the correct slope



Minimum labor is needed in the mechanized operation. Leveling operations are the only hand jobs



First step in the seeding operation utilizes standard farm weeder. The $\frac{3}{4}$ -inch teeth break clods prior to seeding

AMERICAN BUILDER



Heavy clods are broken with a tiller. The spring teeth dig down 4 to 6 inches



The seeder has two storage units for seed and fertilizer. Design of the attachment enables it to roll and cover the seed. Operator seeds entire lawn in less than 30 minutes



Seeding operation uses a Brillion seeding attachment. The farm machine combines seeding, fertilizing, and rolling in one pass

How to Seed

Sixteen pounds of blue grass and 120 pounds of 6-12-12 fertilizer are used on every 4,000 square feet of lawn. The "hot" fertilizer requires plenty of water. High school boys water lawns prior to owner occupancy. Owners are instructed in lawn care and take over the responsibility when they move in.

"Summer seeding is a problem. It should start June 1 and continue to August 15. However the FHA won't allow any summer escrows for lawns," stated Andy Place, secretary of the company. In answer to the question, "What do you do in the summer months?" Place told of a perennial rye grass which germinates in seven to eight days and is used as a protective cover for the blue grass. The rye is sown by a hand operated broadcast seeder using about one pound per 1,000 square feet of lawn.



High school students on summer jobs keep the lawns wet. Owners will move into houses having green lawns; they then take over their responsibility. Company educates them on care during the first year

Tables Show Savings When Builder Owns The Equipment

Machinery Method—16 Houses Per Day

Operation	Man Hours	Cost Per Hour	Total
D-7	16	\$10.00	\$160.00
Model D	11	\$8.00	\$88.00
Ford Tractors W/ Farm Machinery	32	\$5.00	\$160.00
Labor	32	\$2.00	\$64.00
Foreman	8	\$2.25	\$22.00

Equipment and Labor TOTAL \$490.00

Cost Per House 30.60

Cost of Seed and Fertilizer Per House 16.40

TOTAL \$47.00

Labor Method—5 Houses Per Day

Operation	Man Hours	Cost Per Hour	Total
D-7	16	\$10.00	\$160.00
Ford W/ Small Blade	32	5.00	\$160.00
Labor	88	2.00	\$176.00

Equipment and Labor TOTAL \$496.00

Cost Per House 99.20

Cost of Seed and Fertilizer Per House 25.00

TOTAL \$124.20

"We save \$95 per home

"We can cut sheathing and under-coursing time as much as fifty percent and still build a better, faster-selling home with Insulite's new sidewall system. We're completely sold on this new method of applying outer-course



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with Insulite's new Shingle-Backer system!"

shingles over Insulite Shingle-Backer and Bildrite Sheathing!"

Rex Galin

Superintendent, Shirley Construction Company,
Minot, North Dakota



BILDRITE SHEATHING goes up faster, easier. Cuts application time as much as 50%. 4-foot sheets have twice the bracing strength of horizontally-applied wood sheathing, thus save corner-bracing. Waterproofed throughout . . . eliminates need for building paper. No matching loss or waste. Saves time . . . saves material.

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DEVELOPED BY INSULITE, this combination makes a strong, tight exterior wall with tremendous holding power. (1) Bildrite Sheathing (2) Shingle-Backer (3) Outer-course Shingles (4) Grooved Nail. Test wall exposed to 250 m.p.h. air blasts at Univ. of Minn. came through intact. Not a shingle was loosened.

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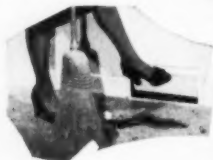


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FLOWER BOXES



WINDOW SHUTTERS



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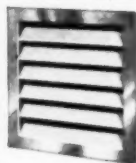
MAIL BOXES



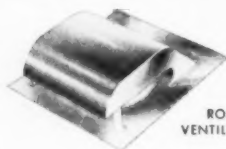
SCREEN
DOOR
SCROLLS



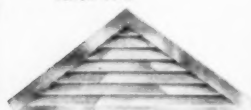
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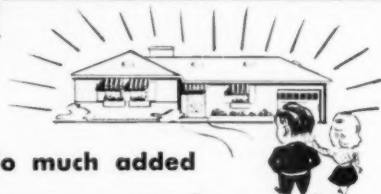
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See your Leigh jobber or write direct for beautifully illustrated catalog 52-L showing the complete Leigh Line.

LEIGH BUILDING PRODUCTS DIVISION

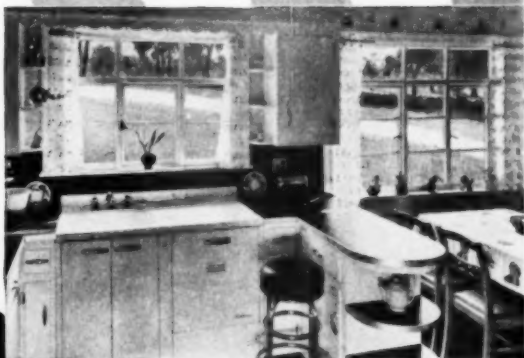
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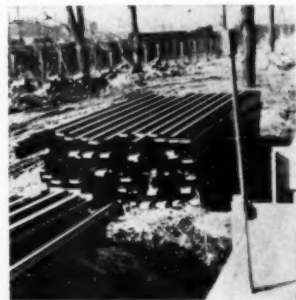
One of the buildings in the Winchester-Hood project under construction by methods outlined



Mutual Ownership Apartments

How One Builder Held Costs to a Mimimum

The second of two articles on the Mutual Development Trust of Chicago, whose construction activities are guided by the architectural firm of Holsman, Holsman, Klekamp and Taylor



Floor construction starts with steel joist boxes, open at the top, which are set with one end in the rowlock wall and the other on U-shaped steel soffit pan girders

SAVINGS start with basic design. Three main lines of approach are employed in design studies.

(1) *Simplification.* Plans are drawn with an eye to eliminating as many points of contact and changes of direction as possible.

(2) *Design.* Use of as many units as possible that can be prefabricated by factory production methods away from the site.

(3) *Redesign* of elements and improvement of erection methods to eliminate some of the materials and operations previously required for installing door bucks, stairs, window trim and floor systems.

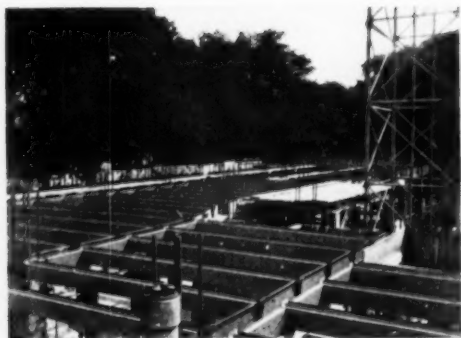
Bidding, generally, is informal, and quotations are usually made after close cooperation between architects and builders in preliminary planning. Contractors are not required to assume any responsibility for performance. The Holsmans believe it is unfair to expect a contractor to assume responsibility for performance when he did not create the design. It is also uneconomical; for if a contractor is obligated as to performance as well as workmanship, he will naturally include a margin of safety in his bid.

A major design feature of the

Winchester-Hood project permits 33 per cent more apartments over practically the same foundation and under the same roof as compared to a typical three-story and English basement walk-up. The Winchester-Hood buildings have four floors of apartments in the same height once required for three. This has been attained by lowering floor-to-floor heights without lowering ceiling heights. With the Holsman truss-slab system of floor construction, a four-story walk-up requires only 40 to 42 risers from entrance at grade to fourth floor, instead of 42 to 45.

Design and construction details at Winchester-Hood are typical of other Holsman projects, and of projects in which the Holsmans have associated in an advisory capacity. Briefly, these include:

(1) Rowlock reinforced brick walls in which steel lintels are eliminated and erection is expedited. All exterior walls are reinforced brick of uniform 8-inch thickness with an allowable load-bearing value of 400 pounds per square inch. The bricks are laid on edge with stretchers and headers alternating, and the 3½-inch core of the wall is poured with 2,500 pounds per square inch cement grout.



Joists and girder boxes are set in place and are ready for the setting of precast concrete slabs



This workman is placing reinforcing steel in the floor slab grooves

Cement mortar of the same strength is used for bedding the brick. To assure filling the core, brick is run up only three to five courses between grout pours. In warm weather, the core is filled at more frequent intervals than in cool weather.

Half-inch vertical rods on 24-inch centers are dropped in the hollow core either before or after grouting, and a $\frac{1}{8}$ -inch horizontal rod at every third course (13-inches c. to c.). Additional horizontal rods are introduced over windows, just above the precast headtrim, of lightweight concrete to increase the beam strength of the reinforced brick and eliminate need for steel lintels. The precast headtrim, set on a template and used as a form for laying brick above the window, is anchored to the brick masonry.

This rowlock brick wall construction results in substantial saving of interior space, saving of mortar and 33 per cent increase in wall construction speed. It is also less expensive to build than comparable walls built on a concrete skeleton frame.

(2) The floor system consists of 3-inch slabs of lightweight concrete, 12 by 32-inches in size, supported by steel box concrete joists 8-inches deep, 36 inches O.C. The concrete mixture used in the slabs is designed to give them a fine porous texture which produces a finished acoustical ceiling with a symmetrical pattern of V-joints between the slabs every 12 inches, running from joist to joist. Joists are supported at one end in the brick masonry wall, and at the other end are framed into the girder.

Girder sides are closed by field-welding filler boxes of 16-gauge steel between the joist boxes. Conventional bar and stirrup reinforcement is placed in the girder. Joist reinforcement consists of a single bent bar, of a size depending on the span, shop-welded into the steel box unit.

This bar takes both tension and shear stresses. The steel box form also helps to resist these stresses. Anchors in addition to the angle plates are installed at both ends of the joists. In the wall pocket, a bent bar is hooked over a horizontal rod of the wall reinforcement. Across the girder, a U-bar ties the ends of opposite joists together.

Precast floor slabs laid on the flanges of the steel box joists form a working deck for installing heating coils. Light reinforcement of $\frac{1}{4}$ -inch rods is placed in the top grooved joints between slabs, and steel ties are dropped over those rods into the joists to anchor the deck to the floor framing members. When all floor

installations are completed, the joists and girders are poured and the slabs grouted, transforming the entire floor system into a rigid unit.

(3) Stair design construction includes use of precast treads supported at one end by a 10 by $\frac{3}{16}$ -inch steel plate stringer and at the other end by the masonry wall of the stairwell. The stringers, prefabricated in story heights with clip angles welded on to carry the treads, serve as story poles for the brick mason and the floor contractor. The stair treads for the enclosed stairways are laid by the masons as they build the supporting 4-inch-block walls. Coursing of the block in these walls is designed to fit the stair treads without any cutting



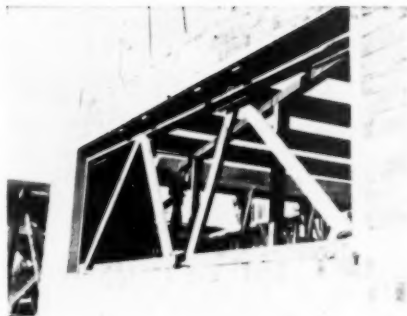
Journeymen laying copper tubing on top of steel box joists (dark lines in photo). 80 per cent of the heat is directed downward from the ceiling, and 20 per cent upward from the floor. Installation is used on the roof, which employs the same general construction

of the block. Treads for enclosed stairways are manufactured with risers attached, in precast units, and joints between units are filled with grout after erection. For the outside stairways, pockets are left in the exterior brick walls to permit insertion of the treads. No risers are used on these stairways, erected in open walls.

(4) Solid plaster partitions are required only to form continuous separating barriers to ceiling height between rooms. Precut wardrobe storage units with sliding doors are used in place of conventional closets, and because they are less than ceiling height, they do away with finishing joints at the ceiling line.

While wooden floor runners for the partitions are being placed, carpenters at the same time erect finished door bucks, 2 inches deep, which are held rigidly in position by precision templates. This eliminates the conventional rough door frame and saves the operation of setting it. In a groove provided by the bucks, nails are driven on 12-inch centers on both sides of the metal lath to anchor the door frames to the plaster. Plaster is finished flush with the bucks, and joints are covered with $\frac{7}{8}$ -inch half-round casing. In hanging the doors, carpenters need do no trimming, as the doors are pre-fit.

As an alternate to the use of plaster, a 2-inch solid gypsum board partition is now being used in some construction. The wall is laminated,



Brick work goes up easily around the precast concrete window trim, held in place by a temporary wood template. Reinforced horizontally, the brickwork over the window does not require lintel steel.



Placing precast concrete stair tread and risers. At one end, support is provided by a steel plate stringer; at the other end by the masonry wall of the stairwell.



After the copper tubing is in place, structural concrete is poured over the entire floor, dropping down into the hollow girders, joist boxes and V-joints between the slabs. The floor is then finished with a thin coat of concrete spread with a squeegee.

using four sheets of 2-foot by 8-foot gypsum board, glued together.

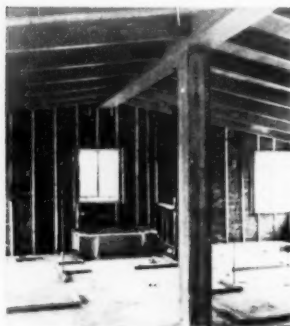
(5) Setting of precast window trim is simplified in a way which eliminates the temporary installation of a rough frame. The precast apron is set on the brickwork, and on it is placed a tractable wooden template with adjustable stops set to proper height and width. Precast trim is erected around the template, with the jambs tied to the sides. The headtrim, in one or more pieces, rests on the top. Brickwork then is carried up alongside the jambs and over the window head, where an additional horizontal rod or two is inserted as required. After the mortar has set, the window template is removed. Steel casement windows are set into reglets provided in the precast concrete trim.

(6) Panel heating installation is tied in with floor design. Efficiency gained by installing $\frac{3}{8}$ -inch soft copper coils in contact with steel joists makes it feasible to heat the apartments with this size tubing on 3-foot

centers. Each apartment has individual flow control of hot water to its ceiling coils, the control being operated by an air-activated thermostat. The heating circuit is equipped with an upfeed return in order to maintain a balanced system with equalized pressure on all floors. At the top of the return loop is an air vent connected by a discharge line to the basement. Eighty per cent of the heat is directed downward from the system, and 20 per cent upward. Heat output from the coils under maximum design conditions requires 150-degree average water temperature of coil, 125 B.T.U. per lineal foot of tubing installed parallel joists or girders, and 75 B.T.U. per lineal foot of tubing on crossovers. The panel heating system is 95 per cent completed when the concrete floor slabs are poured, and can be used effectively to provide



Rowlock reinforced brickwork forms a 3½-inch cavity into which vertical steel rods are placed and concrete poured for reinforcement. Grout is poured every three rows as the brickwork goes up. Horizontal reinforcement is provided by ½-inch rods every third course



Interior before plastering. A top-floor apartment, the roof is pitched and is insulated with a layer of fiberglass

temporary construction heat, even with glazing and doors out. This factor expedites construction as well as provides more comfortable conditions for workers in winter months.

Heat lag and high cost of installation have always been considered the two prevailing drawbacks to panel heating. The Holzman method of installing panel heating proves, however, that heat lag can be overcome by eliminating over-design of system. In a four-day test at one project, outside temperatures varied from 65 degrees F. to zero, but apartment heat varied no more than two degrees at any time, and thermostatic control was maintained with virtually no lag. This is attributed to the use of small piping, high water temperatures, rapid flow, and extended ceiling surface which increases effective heating areas.

Installation costs are reduced by cooperation between architect and contractor, and the fact that the con-

tractor is not expected to guarantee performance of the system. Panel heating costs less to install in this way than any other system.

(7) Vertical wiring for electricity was installed at Winchester-Hood because the mutual owners preferred to buy electric power wholesale. In each building, the vertical risers are

tied back to a distribution box in the basement by horizontal conduits in a 3-inch poured concrete slab on the first floor. This floor, of conventional beam and slab type constructed on steel pan forms, is the only one that is not built by the precast slab and joist system. Heavy feeder lines are hung below the first floor.



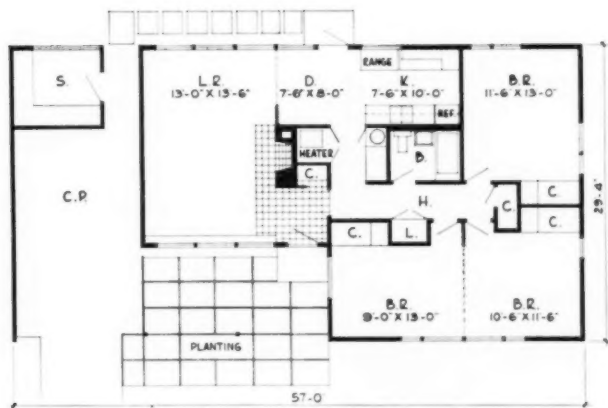
Finished product. Ceiling projections are the exposed steel box joists. Interior walls are solid plaster partitions.



This Award Winner



Features Modern Design



Floor area is 1078 square feet. Ten-inch boards with 3-inch battens give sharp vertical accents to a horizontal design. Roof pitch is 2 1/4 inches to 12 inches. Chimney is masonry. Obscure glass is used in skylight which serves halls

LOCATION:

Provo, Utah

ARCHITECT:

William Rowe Smith

BUILDER:

*Delmar C. Kenner
Livable Homes Company*

THIS house is an example of the latest trend in house design for speculative building. Its principal features are:

(1) *Open planning* which gives a sense of spaciousness, while retaining privacy and ease of circulation for all rooms.

(2) *Placing the bathroom* as an inside core to free valuable wall space.

(3) *Orienting the living-dining area* toward the rear of the house.

(4) *A folding curtain arrangement* which makes it possible to use the main bedroom space either as one large master bedroom or as space for



Spaciousness of living-dining room is enhanced by orientation to mountain view at rear of house

Roof at rear is extended out four feet over living-dining-kitchen section. Skylight provides light for utility hall, ventilation and light for bathroom



Kitchen opens up around corner of fireplace. Utility hall is behind fireplace core, connects kitchen with front entry



Skillful combination of simple materials lends distinction to living room

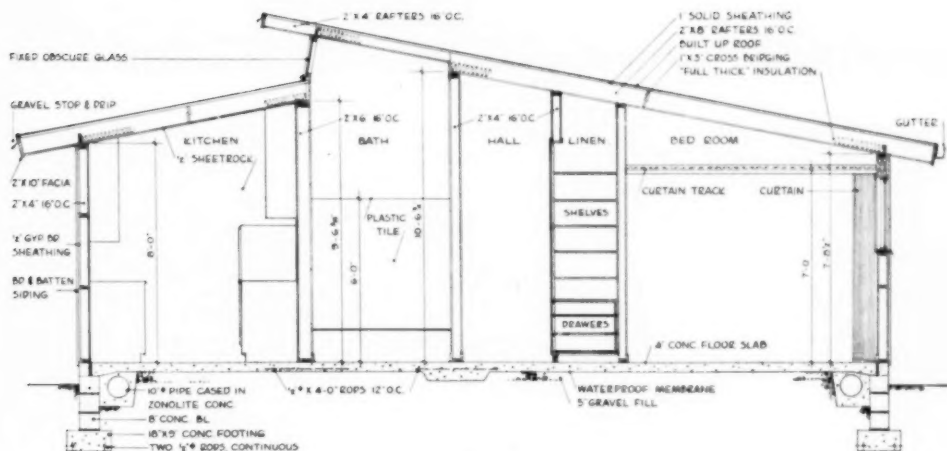
children. By day the room can be a single unit playroom; at night the curtain can be closed to make two sleeping units.

The Livable Homes Company is building ten of these houses on plots of one, two, one-half and three-quarter acres in the countryside just north of Provo. Prices range from \$16,000 to \$18,500.

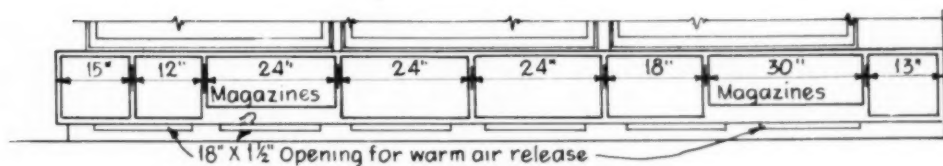
Livable Homes Company won an honorable mention in a recent judging by the Housing Research Foundation of the Southwest Research Institute, for the country's top housing projects by merchant builders.

National Products Used

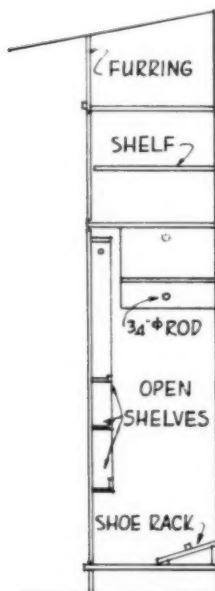
Insulation: Fiberglas by Owens-Corning Fiberglas Corporation. *Floor surfacing:* Kentile by David E. Kennedy, Inc. *Heating:* Mueller Counterflow Furnace by L. J. Mueller Furnace Co. *Electrical:* fixtures by Swiveleer Co., Inc. *Hardware:* Kwikset lock sets, *Paint:* interior, Pratt & Lambert, Inc. *Plumbing:* tub, toilet, lavatory sink by Crane Co. *Kitchen:* Universal Selecto range by Landers Fray & Clark.



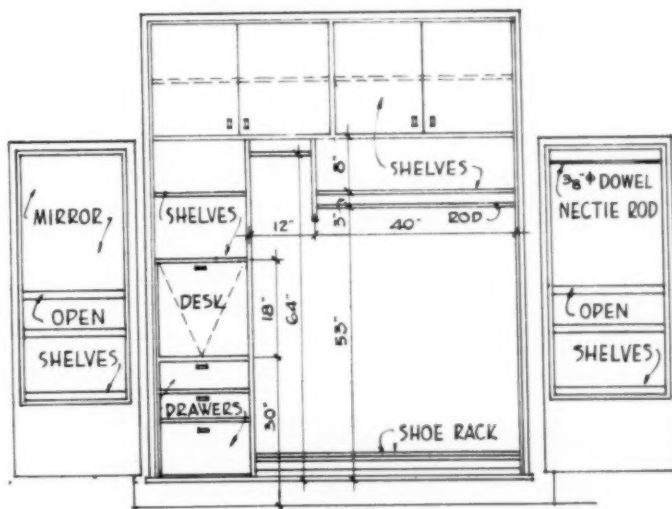
Cross Section Detail through main bedroom



ELEVATION OF BOOK CASE WINDOW SEAT



SECTION



ELEVATION
 BED ROOM CLOSET

Built-ins are numerous, include a window-seat bookcase under living room front window, and bedroom closets which combine drawers, mirrors, open shelves, shoe racks, and a drop-front desk

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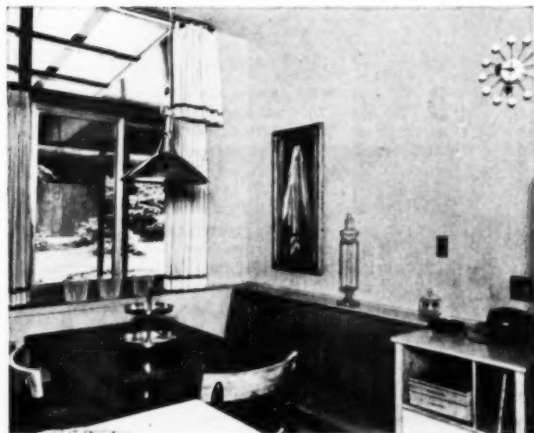
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Marshfield, Wisconsin



Modern commercial bank building combines brick, stone, redwood, and double glazed insulating glass on the exterior

Drive-in Facility Is Feature of This Small



DOES your town need a new bank, or a branch bank? This 35x48 foot building housing the Osceola branch of the First National Bank of Mishawaka, Indiana includes the latest in banking facilities—a drive-in teller's window.

Banking from your car is a California innovation now sweeping banking circles around the country. Busy depositors can drive up to the projecting teller's window, make their deposits and leave; without stepping from the car. The window combines 3/8-inch stainless steel and 1 1/2-inch bulletproof glass for protection.

All banking facilities have been included in this small branch bank. In addition to the drive-in teller's window are a manager's office, three inside teller's windows, vault, two safety deposit booths, and two check-writing counters.

LOCATION:
Osceola, Indiana

ARCHITECT:
Paul F. Jeregan, Mishawaka, Indiana

BUILDER
Ralph Slessman, Osceola, Indiana

Structure has been divided into three parts. At the rear are the heater room, vault, and washrooms. The center area houses the working facilities while the front area is for the public

AMERICAN BUILDER

Gentlemen:

In 1948 I had my home built at the address below and after living there about six months my cellar started to leak from several places along the seam and walls. At first I didn't pay much attention but the following Spring after a rain, it leaked worse. I called the Research Laboratory of Rutgers University in New Brunswick and was informed that in order to make the cellar 100% dry proof, I would have to have the outside dug out and have the footing and walls retarred.

Needless to say, it was going to be a big job and an expensive one too, because several contractors wanted from \$350.00 to \$450.00 to do the job. The upstart was I couldn't afford it, so in August 1950 I was transferred to Korea and when I returned last year (1951) my wife told me the cellar was worse, anywhere from 40 to 60 buckets of water coming in during and after a rain—in fact, if it looked like rain, it would start coming in, almost. Then there was always the dampness and musty smell after or during the dry-up period.

Several months ago my wife heard from a party about your KAY-TITE and not being sure, I visited this party and he showed me his results—a dry cellar, although his was not leaking—only dampness. So what did I have to lose by getting several cans, which I did. I put two coats of KAY-TITE from the base to about 1½ feet up the wall. I also discovered I have several large holes and without a word of lie, after reading the directions carefully, then applying KAY-TITE, I have a dry cellar. Not a drop of water or dampness. As you no doubt know, we have had quite a lot of heavy rain these past several weeks. Now I intend to do the whole walls up to the ceiling.

The reason I am writing you, Gentlemen, about KAY-TITE is I want to say I'm grateful and pleased beyond words. You not only gave me a nice dry cellar but you also save me a lot of money and time. I wish you could send someone over and just see the good results of KAY-TITE, and my cellar was really bad. Try and send someone before I finish the rest of cellar.

I've had quite a lot of people over and they all agree. At present I'm stationed in Philadelphia and a few persons tell me they can't buy it here and last week I bought four cans for a friend of mine who lives in this area, so he could dry his cellar.

In closing, many, many thanks because for the first time my children and we can really enjoy our cellar now—because KAY-TITE makes it dry and cozy.

Respectfully yours,
(signed) H. J. KUPPER

To: KAY-TITE
West Orange
New Jersey

From: Msgr. Hubert J. Kupper,
U.S.M.C.
148 Second Street
Dunellen, New Jersey

ADVERTISEMENT

No. G-34 Store Front Details

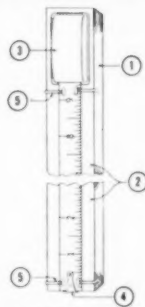
The problem here was to design a store front around existing conditions. The building construction (parapet and structural members) were already in place and could not be changed because of the owner's objections. In addition, the owner would not permit any projections beyond the building line. This meant that any additional features necessary in the store design, such as awnings and lighting would have to extend below the existing construction. To overcome the effect of a still lower appearing front, the awning enclosure and the entire display window was recessed in the store area. This kept the ceiling at the building line at a maximum height.

Owner requirements demanded a complete fireproof construction. The platforms and ceiling were framed in steel and covered with fire resistant materials.

The show window platform and sign fascia are precast terrazzo of red Lavanto marble chips and white portland cement with color pigment added. The show window glass sash and sill members are stock aluminum members. The dwarf wall, adjoining the entrance doors, is Verdi Antique marble.

Lighting for the display windows is a combination of fluorescent and incandescent. The incandescent lights are 150 watt R-40 lamps in recessed HighHat fixtures.

Leveling Rod Made From Whiteface Tape



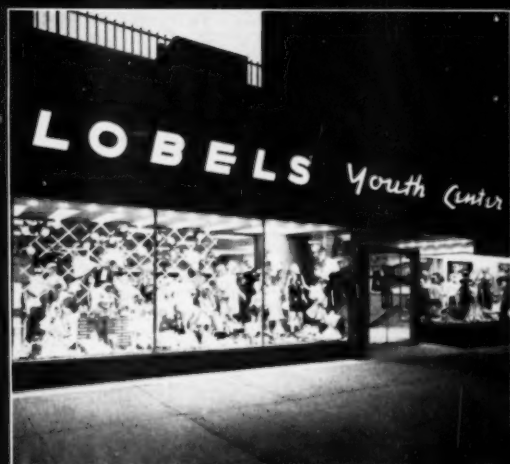
Attach a whiteface steel tape to the face of a 2x2 inch wood strip, 8 feet long. Hook (4) is attached to bottom of stick and tape is unrolled from case (3). Secure bottom and top of tape to stick with two small bent nails. When purpose is served nails are pulled and tape removed.—Warren W. Howe, Longview, Wash.

AMERICAN BUILDER

AMERICAN BUILDER'S STORE FRONT DETAILS

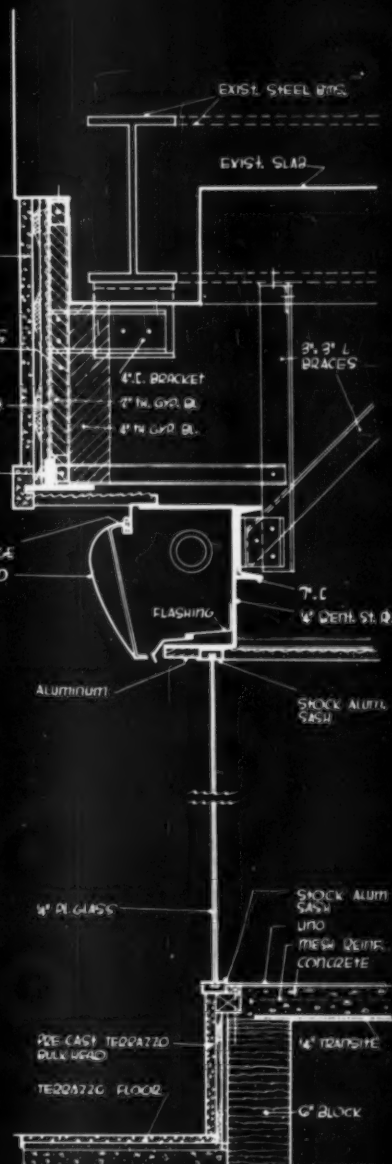
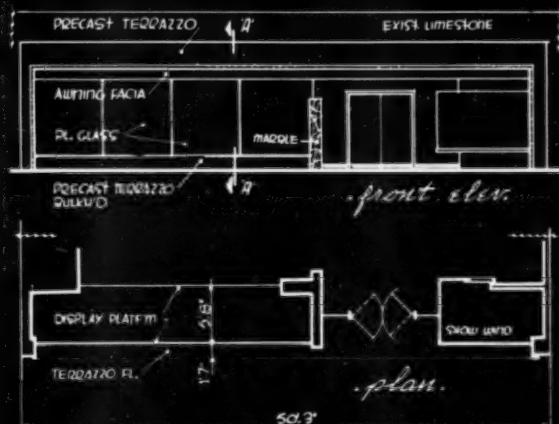
Designed and detailed by Louis J. Gluskin for American Builder

Nº G-34 STORE FRONT DETAILS



Lobels

NYC



section A-A



This partition of Blue Ridge Doublex Glass brightens the entrance hall and screens the dining room from the front door in the home of Architect Maxwell A. Norcross, Cleveland.



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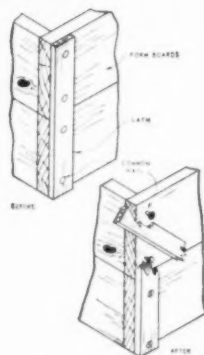


No. D-94 Fireplace and Cocktail Bar

The details and photograph on opposite page show the novel arrangement of fireplace and adjoining cocktail bar placed in a prominent position on the wall of living room. The fact that the house is contemporary with a spirit level setup including dining room and kitchen on the half level below living room, made these unnecessary to avoid extra steps.

There is ample provision for storage on each side of the fireplace and above the bar. There is also shelf space for books. The panel forming the cabinet above the bar continues in redwood plywood over the fireplace and around the entire room, tying in the fireplace and cocktail bar as a part of the living room. Ceramic Tile is carried around the fireplace and over the bar tying these two units together. A refrigerator is provided beneath the bar. There is also a sink and a small work counter. The counter top, sink and fixtures are stainless steel. Note, also the fluorescent light above the sink.

Nailing Forms



When form nails are not available for setting up forms, then common nails and pine plaster lath may be used. Lath are ripped off when stripping forms. This leaves nails free to pull.—W. A. Woodard, Volga, So. Dak.

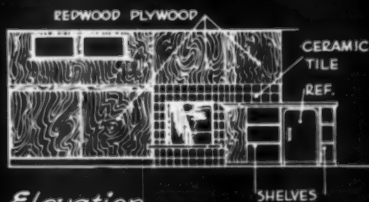
Handling Short Nails

When using extremely short nails, put a little glue or linoleum cement on the tip of your finger to facilitate handling.—Werner Kraatz, Santa Cruz, Calif.

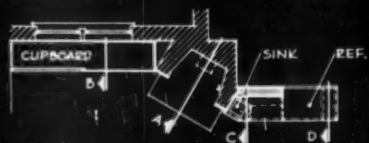
AMERICAN BUILDER'S BETTER DETAIL PLATE

Detailed by K. Roderick O'Neal A.I.A. for *American Builder*

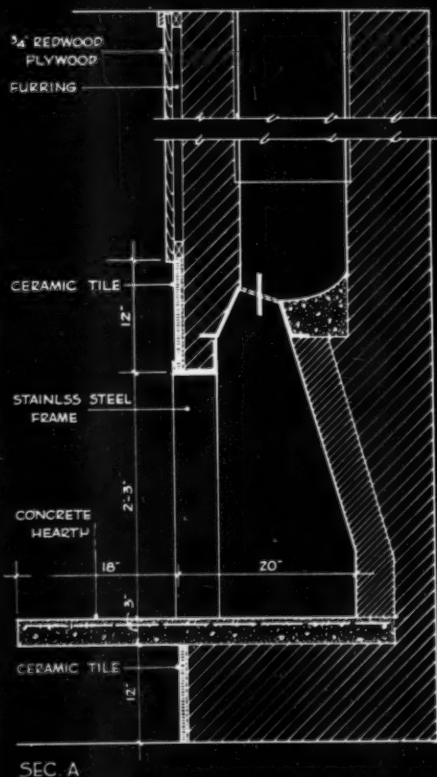
NO. D-94 FIREPLACE & COCKTAIL BAR . . .



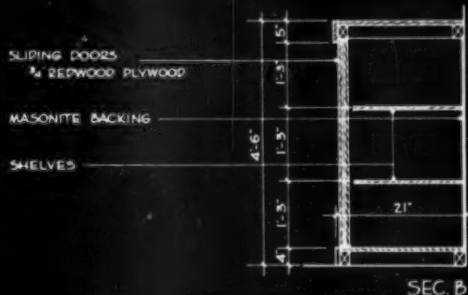
Elevation . . .



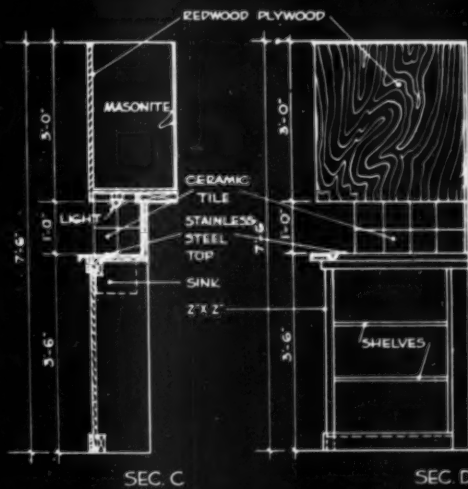
Plan . . .



SEC. A



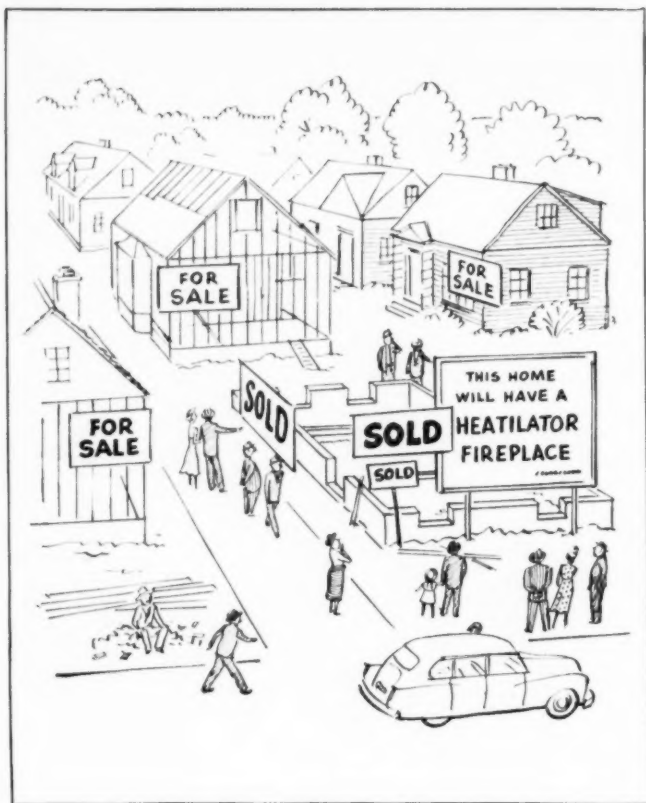
SEC. B



SEC. C

SEC. D

Sections . . .



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YOU GET A BIG EXTRA BONUS BECAUSE:**

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*Heatilator is the reg. trademark of Heatilator, Inc.

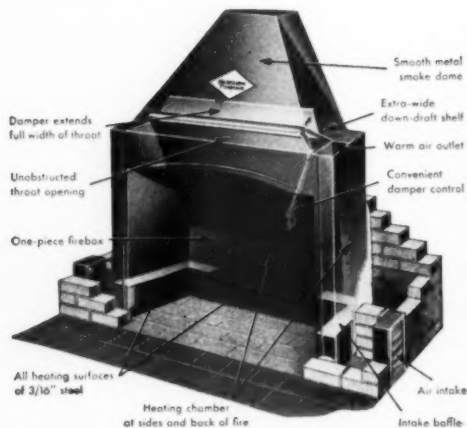
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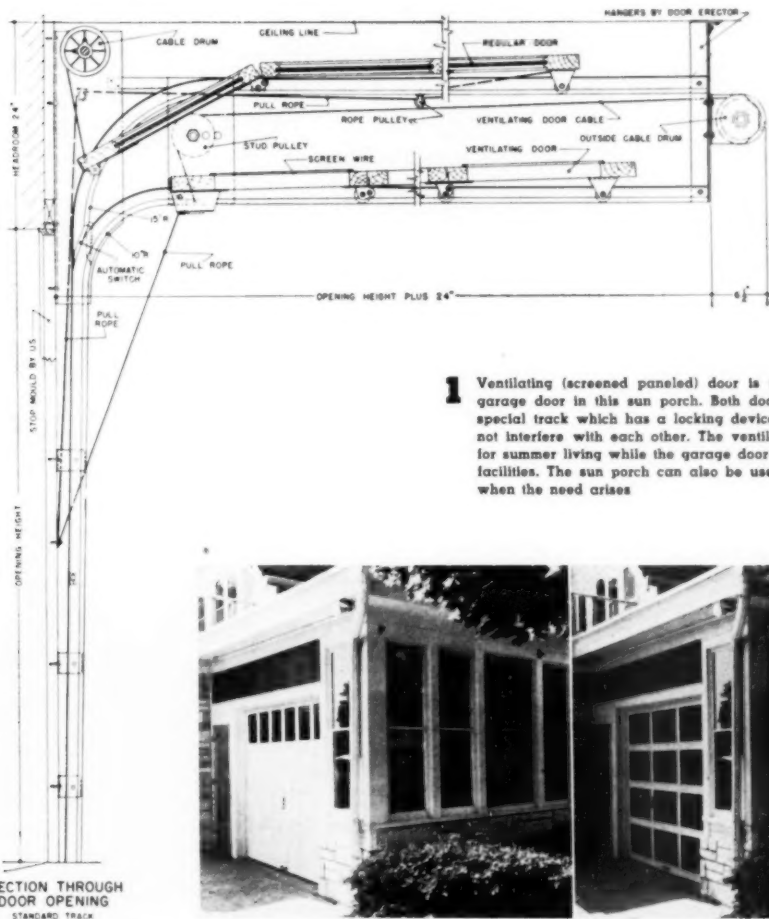
Here Are Six Unusual Ways To Use Standard Garage Doors

Garage doors can act as disappearing walls. They can solve many building and ventilating problems

Data and photographs courtesy
The Overhead Door Corporation
Hartford City, Indiana

DON'T overlook the possibilities of installing standard garage doors to solve special building problems. Today, the garage door with its easy mechanical operation can serve as a disappearing wall. It can be used effectively in breezeways to further outdoor living, in church dining halls, in winter storage areas and numerous other ways.

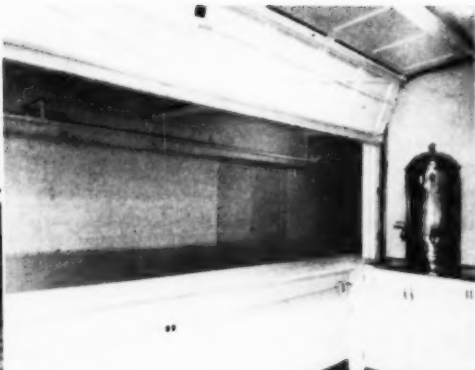
Northern climates require the protection of a garage door. Outdoor living space utilizing such a door can be easily converted into valuable winter storage space. The sunroom, breezeway, and carport illustrated are examples. See installation Number 1 below.



- 1** Ventilating (screened paneled) door is used with a standard garage door in this sun porch. Both doors are operated on a special track which has a locking device so that the doors do not interfere with each other. The ventilating unit is available for summer living while the garage door affords winter storage facilities. The sun porch can also be used as an extra garage when the need arises



SECTION THROUGH
DOOR OPENING
STANDARD TRACK

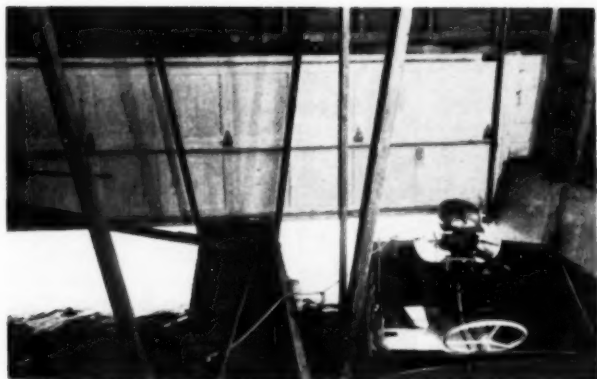


2 Kitchen odors have been eliminated in this Indianapolis church. When cooking is in progress the two section 12-foot door is in the closed position. It can be opened to facilitate serving. Lock on door keeps out intruders



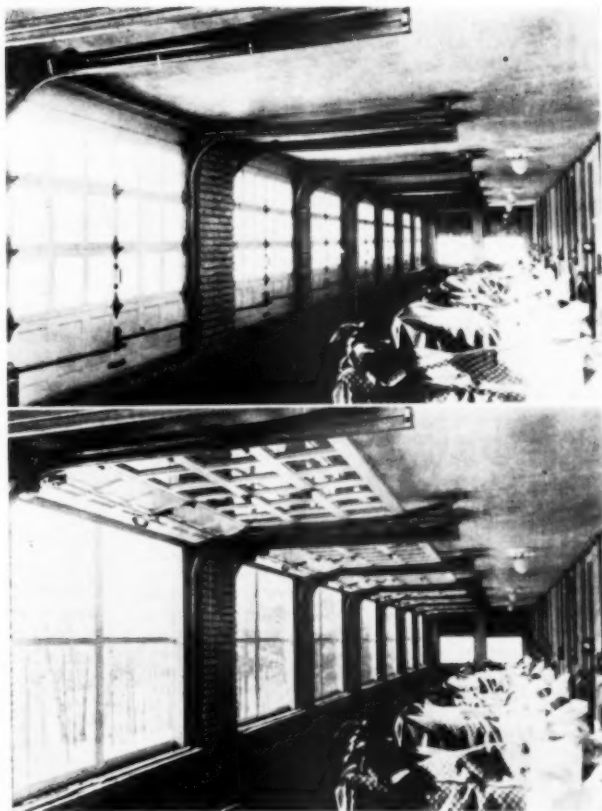
3 Carport was transformed into a garage by the addition of two garage doors. Owner placed storm sash above the stucco wainscoting of the carport. Doors at both ends make a large open passageway so owner can drive through to the front of his narrow lot





4 The easy opening mechanism of the upward acting garage door is a safety factor in boat house construction. Large door accommodates cabin cruiser while two section door gives plenty of headroom for runabouts. Mesh below the large door stops wave action

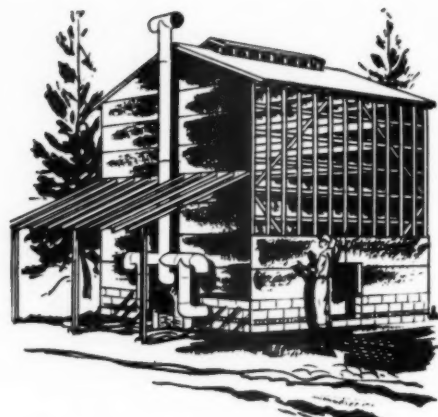
5 West Virginia Tuberculosis sanitarium uses garage doors to close off large ventilating areas. Nurse or ward attendant has only to turn locking handle to operate doors



6 Deluxe breezeway installation has hidden tracks. The glass paneled door slides upward into a false ceiling. Screen cloth has been placed on the exterior for family comfort

New Tobacco Barn Is Designed to Cut High Fire Losses

Use of gypsum sheathing promises to reduce fire hazards, lower construction and curing costs



CONVENIENT SIZE of 2x9-foot gypsum sheathing speeds application

OUT of about 400,000 tobacco barns in the flue-cured area of North Carolina, South Carolina, Virginia, Georgia, Alabama and Florida, almost 10 per cent are replaced annually—partly due to old age and severe weather, but largely due to fires.

Though educational programs conducted by the North Carolina Experimental Station at Oxford, N. C., have helped reduce this tobacco barn hazard, the danger still persists—mainly because the majority of existing tobacco barns today are built with logs or double layers of wood sheathing, materials that will burn if given the chance.

But a new type barn—already thoroughly tested by the Oxford Tobacco Experimental Station and finding enthusiastic acceptance by many farmers who have built them—promises to reduce the tobacco barn fire menace materially. This barn gives more fire resistance by incorporating gypsum sheathing, which has a gypsum core that resists combustion.

In addition, the barn usually costs less than the conventionally built tobacco barn, gives savings in fuel used for curing, goes up much faster, and does an excellent job of curing. It's giving tobacco farmers very satisfactory service, according to Dr. O. A. Brown of the Oxford Experimental Station.

Farmers save on lumber from the framing out with this new barn, which is 18x18x18-feet. Instead of the conventional framing where wood studs are spaced 16 inches on center, studs are placed 24 inches apart, thus saving on wood in the initial framing. Instead of piece-by-piece handling of wood sheathing, 2x9-foot gypsum sheathing goes up quickly and easily. By adding a good roof covering, longer life is given to these barns. And, as many farmers have done, the inside of the barn can be lined with gypsum sheathing to give even greater fire protection and insulation value.

Also adaptable for this type of installation is insulating gypsum sheathing, which has a vapor permeable reflective paper on one side. This reflective surface is applied to the studs, giving added sidewall insulation equal to ½-inch of fiber insulation board. The insulating quality of a reflective surface is a recognized principle of physics, and this valuable reflective insulating paper adds only a fraction to the cost of materials. No additional labor of application is required.

Whether plain or insulating, gypsum sheathing can be applied to the inside stud surfaces as a lining, just as it is applied to the outside. This sheathing makes a tighter wall

because its "V" tongue-and-groove edges minimize wind infiltration. Typical frame barns, for example, require from 900 to 1,000 pounds of coal for each tobacco cure. But tests with the new barn using gypsum sheathing showed that a marked saving in fuel was made for a typical curing.

This modern tobacco barn can be built by following the detailed plans shown on these pages, together with the "Bill of Materials" and directions for applying gypsum sheathing.

BILL OF MATERIALS

Foundation	Lumber	Pcs.	Kind	Bd. Ft.
Cement . 4 sacks	Tier Poles	56	2"x6"x18'	1008
Sand . . ½ cubic yard	Tier Pole	12	1"x4"x18'	72
Gravel . . ¾ cubic yard	Supports			
Morta-	Miscellaneous	7	2"x4"x14'	66
seal . . 1 sack	Posts—Shed	3	4"x4"x8'	32
	Plates—Shed	4	2"x4"x10'	27
Walls				
Mortar	Rafters—Shed	10	2"x4"x12'	80
Cement . 2 sacks	Trim & Misc.	17	1"x4"x16'	94
Sand . . ¾ cubic yard	Roof			
Mortarsal or Red Top	Sheathing	88	1"x6"x12'	528
Mason's Hydrated	Roof			
Lime, 3 sacks	Sheathing	39	1"x6"x12'	234
Concrete Block . . 220—	Shed			
8"x8"x16"	Gypsum			
Concrete Block . . 45—	Sheathing	60	½"x2"x9'	
6"x8"x16"	Add For Interior Wall Lining			
	Gypsum			
	Sheathing	60	½"x2"x9'	

Furnace Brickwork

Mortar Mix	1	—1	—6
Bricks		1300	
Cement	3 sacks		
Mortarsal or Red Top			
Mason's Hydrated Lime	3 sacks		
Sand	¾ cubic yard		

AMERICAN BUILDER

Lumber, Etc.	Pieces	Kind	Bd. Ft.
Sill Plates	4	2"x6"x18'	72
Studs	52	2"x4"x14'	485
Studs—Gable	4	2"x4"x14'	38
Rafters	26	2"x4"x12'	208
Ribbon Plates	8	2"x4"x18'	96
Braces	16	1"x4"x10'	53
Ridge Roof & Ventilator	1	1"x6"x6'	3

Roofing — Flashing — Misc. Metal, Etc.

Mineral Surface

Roll Roofing	90 lb.	8 rolls
Flues—Straight	10 pieces	2'0" long x 12" diameter
Ducts—Straight	24 pieces	2'0" long
Miscellaneous	13 elbows—3 tees, 3 fire joints, roof collar	
Braces	2 — 1/8" x 1"	iron straps

Anchor bolts 15 — 1/2" x 18" long

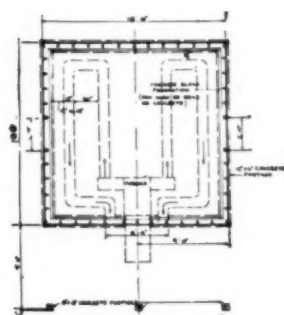
Add For Windbreak

Gypsum sheathing	5	1/2"x2' x 9'
Studs and Plates	6	2"x4"x10'

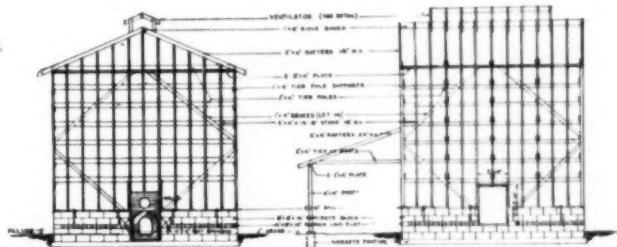
How to Apply Gypsum Sheathing

1. Apply gypsum sheathing with the long dimension across the supports and with the groove edge down, interlocking the tongue and groove edges.
2. Place face side out (paper on back is lapped at edges).
3. Butt ends of sheets over centers of supports.
4. Use galvanized 7/16" head diameter, 1-3/4" long roofing nails, having No. 11 gauge barbed shanks.
5. Secure sheathing to studs with nails spaced about 4" on centers, seven nails per 24" sheathing width per support.
6. Place starter nails not less than 3/8" from edges and ends of sheathing.

Illustrations and data courtesy United States Gypsum Co.

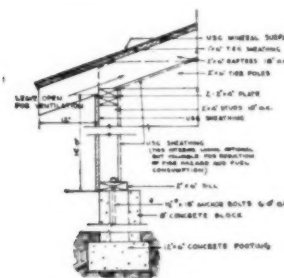


FOUNDATION PLAN

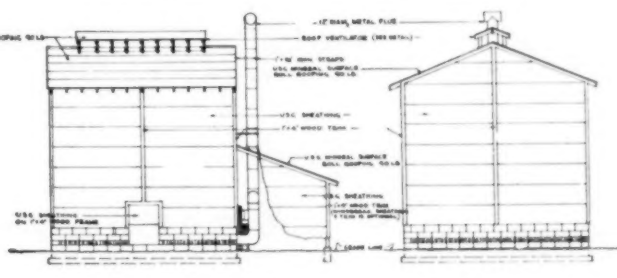


END FRAMING DIAGRAM

SIDE FRAMING DIAGRAM

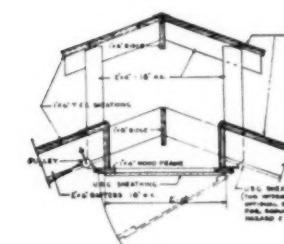


WALL SECTION

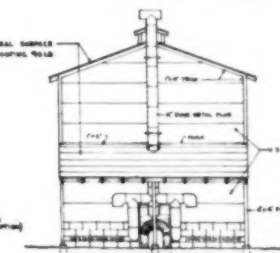


SIDE ELEVATION

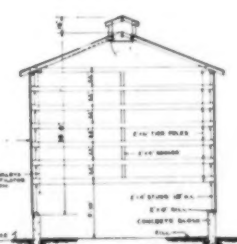
REAR ELEVATION



VENTILATOR DETAIL



FRONT ELEVATION



CROSS SECTION

Another New AMWELD® Product

AMWELD®

INTER-LOK

KNOCKDOWN STEEL DOOR FRAME

with these

New Design Features

SAVE SPACE AND DOLLARS. Ship and store from 5 to 6 times as many Inter-Lok as one-piece frames in the same amount of space! . . . saves freight and warehousing costs.

MITRED CORNERS. No unusual vertical or horizontal joints . . . does not require open corners to fasten assembly together. . . no screws, pins or loose fastenings.

REINFORCED HEADER. No twisting . . . **strong.**

SNAP-ON SPREADERS. Keeps frame in alignment during erection . . . easily, quickly removed.

NO SCREWS. Hammer is only tool needed. No screws in header-to-jamb or spreader-to-jamb assembly.

ECONOMICAL. Quickly and easily assembled, transported and erected by one man.

SAME PLEASING APPEARANCE AS AMWELD
ONE-PIECE WELDED FRAME.



AMWELD® INTER-LOK FRAME

FRAME. Material—18 U.S. gauge steel. Snap-on steel spreaders. Frames primed at factory. Frames equipped with two 3-knuckle leaves of 3 1/2" x 3 1/2" hinge welded in place. Two knuckle leaves of hinges, hinge pins furnished. Rubber bumpers, and screws furnished for strike side of jamb; also equipped with heavy gauge reinforcement for strike plate and welded-in plaster guard. Strike plate furnished, except for frames to be used with Schlage locks.

ANCHORS. Supplied with three super rigid AMWELD stud anchors welded to jambs at points of stress. Corrugated "T" anchors available for use in masonry walls. Patent Applied For.

5 EASY STEPS



AMWELD®

BUILDING PRODUCTS DIVISION

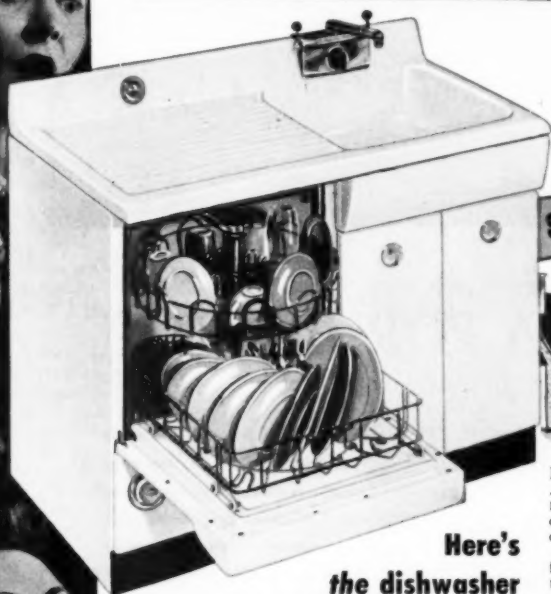
THE AMERICAN WELDING & MANUFACTURING CO. • 310 DIETZ ROAD • WARREN, OHIO

WATCH THEIR FACES WHEN THEY SEE YOUR HOUSES

Equipped with **THE NEW**

American Kitchens ROTO-TRAY DISHWASHER!

**The one appliance
proved to sell
houses faster!**



**Here's
the dishwasher**

women want! Really work-free!

Wide-spread advertising and publicity make it the dishwasher housewives would rather own than *any* other—for here is really work-free dishwashing! In addition, it follows the famous body-contour American Kitchens line for a handsome eye-catching complete kitchen! It is a recognizable quality product that bespeaks quality construction throughout. And American Kitchens and the new combination dishwashing sink are easy to install—will give you the greatest return on your dollar!

Find out today about the special discount to builders. Mail coupon!



Here's house selling magic you can build right in... it's the new, sensational AMERICAN KITCHENS ROTO-TRAY DISHWASHER. For—when she sees that dishwasher she wants that house—and its promise of a work-saving, more enjoyable way of life!

Yes—the houses that sell fast today are work-free houses. And now you can add the one appliance that saves *more* work every day than *any* other appliance you can name!

MAKES OTHERS "SECOND BEST"

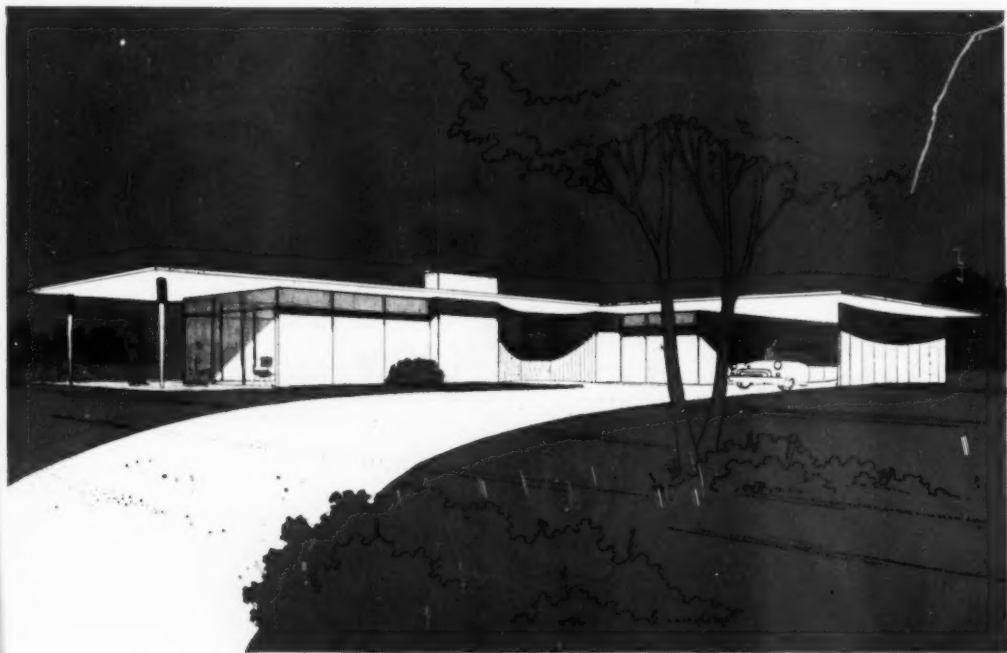
The American Kitchens Roto-Tray Dishwasher is the greatest dishwasher of them all—modern, efficient, and *really* work-free. It can make your houses the most popular houses in town!



American Kitchens Division, Dept. AB-9
AVCO Manufacturing Corp.
Cannonsville, Indiana

Please send me full information about the American Kitchens Roto-Tray Dishwasher, builders' discounts and your new Architects' and Builders' File.

Name _____
Address _____
City _____ Zone _____ State _____



CONCRETE IDEA FOR BEAUTY

Reinforced concrete throughout...that means a lot when you build your home. It means a home that will last for years because it's resistant to the ravages of the elements, safe from fire, watertight and termiteproof. It means a home that's cooler through the hot months and costs less to heat in the winter. It means a home that retains its beauty, requires little maintenance and few repairs...a home that remains eternally young.

The strength of steel combined with the beauty and durability of concrete provides ideal construction practice. Clinton Welded Reinforcing Fabric, with steel members closely and uniformly spaced, gives proper distribution of steel reinforcing throughout...supplying strength and flexibility to home design and building. That's why builders, architects and engineers specify Clinton Welded Wire Fabric.

THE CALIFORNIA WIRE CLOTH CORPORATION • Oakland
THE COLORADO FUEL AND IRON CORPORATION • Denver
WICKWIRE SPENCER STEEL DIVISION • New York

CLINTON

WELDED WIRE FABRIC
THE COLORADO FUEL AND IRON CORPORATION

CFI

Tough Waterproofing Problem Solved by New Masonry Paint

A Midland, Mich., furniture dealer credits a new masonry paint with giving him a dry basement for the first time in 13 years.

Simon Cash, owner of the Midland Furniture Co., reports that his masonry waterproofing problem had been so stubborn he was not only forced to surrender the entire storage space in the basement, but that the store's electrical system and the wooden floor of the building were in constant danger of extensive damage by moisture. In addition, there was some deterioration of the masonry itself.



Cracks in the floor were chiseled out so that the cement paint could penetrate to the source of the trouble

Because of the unusually great water seepage, the masonry paint couldn't be applied in the normal manner—considerable improvisation was necessary. For example, weep holes were drilled into the basement blocks to drain off water lying outside the foundation. While draining, two coats of Rox were applied to the walls; and the weep holes were plugged with the material in dry form.



Applying powdered packing compound in widened cracks

Before deciding to give a trial to Rox, an inorganic cement base paint made by Rox Products, Detroit, Cash said he had tried several "disappoint-



Where masonry was disintegrating, the paint, mixed with two parts silica sand, is trowel-applied

ing cures" for the seepage, and had had other bids as high as \$1,500 with no guarantee of permanent correction.

The basement, he said, was continuously flooded during both summer and winter; and four to five feet of water had to be pumped out at regular intervals to control, even mildly, the volume of water which poured in the walls and floor of the building.



Weep holes are plugged with the powder in dry form

This is how Cash described the successful treatment with Rox:

Where masonry surfaces near the floor were starting to disintegrate, a heavy coating of the masonry paint, mixed with two parts of silica sand, was applied by trowel to restore and protect the wall against further damage.

Sealing up the walls was only part of the job because water was oozing up through cracks in the basement floor. These cracks were chiseled out, dry Rox was packed into the openings and then Rox, mixed to plaster consistency, with two parts silica sand, was applied as a finish coating.

National Home Week, Sept. 14-21



What's underneath this
CONCRETE IDEA
FOR BEAUTY?



Floors, walls, roof decks, steps, driveways and walks...everywhere reinforced concrete is used, Clinton Welded Wire Fabric is a favorite with builders—here's why:

Simple to Form and Shape. Clinton Welded Wire Fabric possesses the proper flexibility to make it easy to bend, form or shape right on the job. It is sufficiently rigid to hold its shape after forming.

Easy to Handle and Place. Both the heavy and light gauges of Clinton Welded Wire Fabric flatten quickly and easily from the roll.

When you want information on Clinton Welded Wire Fabric—write for "Design Manual On Home Construction."

THE CALIFORNIA WIRE CLOTH CORPORATION • Oakland
THE COLORADO FUEL AND IRON CORPORATION • Denver
WICKWIRE SPENCER STEEL DIVISION • New York



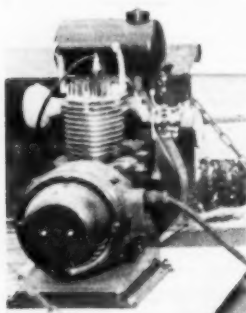
NEW PRODUCTS

Offered by Manufacturers



CHAIN SAW AB95206

Lightweight chain saw which can be operated by one man is powered by a nine h.p. Mercury engine. The saw has an automatic clutch, automatic chain oiler, non-clogging air intake, oversized cooling fan and simplified controls. The saw can be broken down into two parts of less than 35 pounds each. Henry Daston and Sons, Dept. AB, 422 Tacony, Philadelphia 35, Pa.



PORTABLE POWER GENERATOR AB95222

Portable electrical power generators can supply power at the building site for all types of power tools. The units are small enough to transport in pick-up trucks and can be easily handled by one man. Two of the light weight units generate 750 to 1500 watts while two larger units can supply 3,000 and 5,000 watts. Kohler Co., Dept. AB, 44 High St., Kohler, Wis.



FORK LIFT AB95220

Rated at 3,000 pound capacity at a 15 inch load center, Buda's models are modernly styled with all mechanical parts made for lower upkeep costs. Removable wet sleeve cylinder liners and quick change 11-inch industrial type clutch are included in the two models. A 4-cylinder 49 H.P. gasoline engine and a Buda diesel engine are available. The Buda Company, Dept. AB, 15425 Commercial Ave., Harvey, Ill.

170



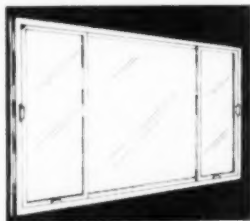
3 1/2 YARD CEMENT MIXER AB95207

The White 3000 with a 3 1/2 yard cement mixer allows a weight distribution advantage and permits an additional half-yard payload within highway weight limitations. The single axle unit has a 109 1/2-inch wheelbase. The unit with 3 1/2 yards of mix and 125 gallons of water has a total G.V.W. 27,450 lbs; front axle 7,500; rear axle 19,950. The White Motor Co., Dept. AB, 842 E. 79th St., Cleveland 1, Ohio.



METAL AWNINGS AB95215

Low-cost awnings and canopies are made of heavy gauge, weather-protected steel. Assembly is by aluminum bolts. Ventilation is through sides and back edge or top. The unit is available in standard white with red, blue, or green alternate stripes. Awnings are supplied in 35- and 40-inch widths, canopies in 50- and 60-inch widths. Special sizes are available. Leigh Building Products Division, Dept. AB, Coopersville, Mich.



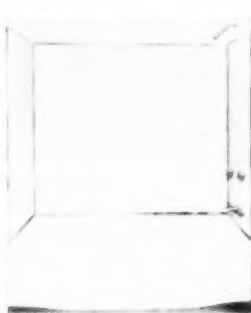
STORMS AND SCREENS AB95208

Adaptable to casement windows used in factories, commercial buildings, hotels, hospitals, and other institutions, these units are fitted by local distributors. They are installed either on the outside or the inside of the prime window. On inside installations, access to the window is easy because of the sliding storm sash. The storm sash is self-weatherstripped providing a complete insulating seal for the prime window. Alumac Corp. of America, Dept. AB, 2081 S. 56th St., Milwaukee 14, Wis.



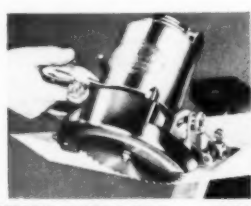
MATERIALS CONVEYOR AB95209

The conveyor converts any Brik-Toter into a conveyor for sand, gravel, and other bulk materials. The hopper and side guards assure no spillage and no overloading. One man can excavate faster than three using manual methods, states the manufacturer. In many cases the upper end of the conveyor may be placed directly over a truck. Mar-Rail Conveyor Co., Dept. AB, 566 York Ave., Pawtucket, R. I.



BATHTUB ALCOVE PANELS AB95229

A bathtub alcove remodeling unit is delivered in a single package which includes three pre-cut pieces of Monowall with metal channels and water-proofing channel filler. Designed for a five-foot tub, all units are pre-cut to size; metal stripping is cut to length and mitered at the factory. Four colors—white, blue, yellow, and green—are available. Armstrong Cork Co., Dept. AB, E. Liberty St., Lancaster, Pa.



PORTABLE ELECTRIC SAW AB95229

Makes all cuts in 2-inch dressed lumber at 45 degrees. The unit weighs 10 pounds and has the pivot point closer to the saw shoe. Called "Magic Pivot," it reduces weight and bulk. Another benefit claimed for the saw and its "Magic Pivot" is the use of stud-radius blades which put more power in the cutting edge. Maxam, Cummings Industrial, Cummings-Chicago Corp., Dept. AB, 4740 N. Ravenswood Ave., Chicago 40, Ill.

New Products continued on page 172

AMERICAN BUILDER

DEXTER

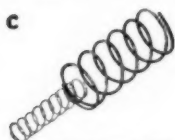
*The Lock with
a Million Friends*



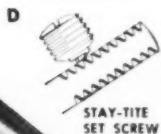
FRENCH SHANK



FINGER TIP
POSITIVE LOCK



2 SPRINGS, FEATHER
TOUCH ACTION



STAY-TITE
SET SCREW



"JEWELER'S" FINISH



TRANSPARENT
DISPLAYS



**FOR SCREEN AND
COMBINATION DOORS**

Easier to install —

just bore two $\frac{1}{8}$ " diameter holes.



DEXTER LOCK COMPANY

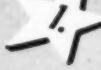
GRAND RAPIDS, MICHIGAN

A SUBSIDIARY OF NATIONAL BRASS COMPANY

Manufacturers of America's Original Tubular Locks

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

Make it an
All-American Job
FOR FINEST FLOORS... AND PROFITS



SAND WITH AMERICAN SUPER
... nearly twice as fast as
any other 8" machine!



DO EDGES WITH AMERICAN SPINNER
... also closets, small halls, stairs.
Saves time!



**DISC SAND WITH AMERICAN
DELUXE as final cut. Makes
finest finish—easier to clean.**



RESIN-BONDED
PROCESS

SILICON
CARBIDE GRITS

STRONG
FLEXIBLE BACKING

CONTROLLED
GRADING



**USE NEW IMPROVED AMERICAN
ABRASIVE PAPERS American
Black Demon and American
Combination high quality
papers are scientifically im-
proved to give longer life,
faster cutting.**



USE QUALITY SEALS
American Finishes are
finest quality—complete
line for all floors... seals,
finishes, waxes, cleaners.



Save labor—and produce better floors from start to finish—with an All-American line-up of machines and materials on the job! Depend on American Machines and Abrasives to put a beautiful, super-smooth surface on floors with rapid and efficient sanding, steel wooling and polishing. For the right finish for any floor—specify American quality finishes and cleaning materials... a complete line for wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. For all-around satisfaction and profits... make it an All-American job! Send for latest catalogs.

AMERICAN

FLOOR MACHINES • PORTABLE TOOLS

The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio

Please send latest catalog on the following, without obligation:

- ☐ Floor Sanders ☐ Floor Edgers
☐ Floor Maintenance Machine
☐ Floor Finishes ☐ Abrasive Paper

Name.....

Street.....

City.....State.....

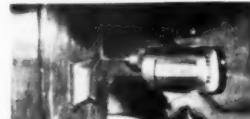
NEW PRODUCTS

(Continued from page 170)



WATER SOFTENER AB95228

Softens the water automatically by forcing it through synthetic resins. Simplified servicing of the unit and the reduction of moving parts offer economies and long life. For regeneration of the Permutit-Q resin, first lift the rubber lid and add salt. Replace the lid and turn on the electric timer. The unit puts itself back into service in two hours and during the time, hard water is available. Two units are available for 25,000 and 50,000 grains of softness. The Permutit Co., Dept. AB, 330 W. 42nd St., New York 36, N. Y.



PORTABLE ELECTRIC DRILLS AB95223

Designed for all kinds of installation work with any material, these 1/2-inch capacity drills are available with pistol grip, spade handle, and center contour handle. Free drilling speeds of the models are 600, 800, 1,000, 1,750, 3,500, and 5,000 rpm. Weight of the models are 3 1/2 to 4 pounds. Several types of universal motors can be had in 115 or 230 volts on AC DC, 25 to 60 cycle current. Mail Tool Co., Dept. AB, 7725 So. Chicago Ave., Chicago 19, Ill.



STRIPPER SHOVEL AB95210

This machine uses either a 2 or a 2 1/2 cubic yard dipper with a 50 foot boom and 36 foot dipper stick. This attachment allows a maximum dumping height of 40 feet and a reach of 60 feet with a boom angle at 45 degrees. The unit can be converted for a lift crane, drag line, or clamshell operation. Total weight as a stripper shovel is approximately 204,000 pounds. Koehring Co., Dept. AB, 3026 W. Concordia Ave., Milwaukee 10, Wis.

New Products continued on page 174

AMERICAN BUILDER



MENGEL MAHOGANY *Flush DOORS*

Cost Less Than Many Domestic Woods!

The Mengel Company is now able to offer you African *Mahogany* Flush Doors at prices actually *less* than you pay for *many* domestic woods!

Operating its own large logging concession and mill in the best Mahogany section of Africa, Mengel imports this King of Woods in tremendous volume. The savings of these large scale operations are passed on to you.

What's more, when you choose Mengel Mahogany Flush Doors, you're assured of finest construction, guaranteed by the world's largest manufacturer of hardwood products. Mengel Mahogany Flush Doors have been tested and proved in thousands of installations. *Better doors cannot be bought!*



Let us tell you about the extra quality, the extra luxury, the extra *value* of Mengel Flush Doors in genuine *Mahogany*! Mail the coupon for complete information.

The Mengel Company . . . America's largest manufacturers of hardwood products • growers and processors of timber • manufacturers of fine furniture • veneers • plywood • flush doors • corrugated containers • kitchen cabinets and wall closets

THE MENGEL COMPANY

Plywood Division, Louisville 1, Ky.

Gentlemen: Please send me full information on Mengel Mahogany Flush Doors—both Hollow Core and Stabilized Solid Core.

Name

Firm

Street

City State

OUTSIDE EVIDENCE of an inside job by **ARBORITE**

... all plastic pre-finished counter
top and wallboard material

ARBORITE

... gives the
buyers just what
they want

EASY CLEANING

A swish of a damp cloth and
ARBORITE is gleaming clean.

EXTRA YEARS OF WEAR

Arborite's DOUBLE-THICK Melamine surface adds extra years of wear.

BEAUTY

40 distinctive colors protected forever,
by MELAMINE, from oils, grease,
household acids and alkalis, discolorations
or stains, the searing heat of
carelessly tossed cigarettes.



Write for complete information on Arborite and its
advantages for you. Ask for the 4-color ARBORITE
brochure ASL-5.

ARBORITE

... gives you
the builder, just
what you want

EASY-on-the-job INSTALLATION

Your own carpenters install it, with
the tools they normally carry, rubber
base adhesives, and lip type moldings.

ONCE IT'S UP - IT NEVER LETS YOU DOWN

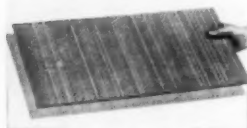
That's because of Arborite's DOUBLE-
THICK Melamine surface ... for
added years of wear. You're never
bothered by irate householders com-
plaining of cracked or crazed surfaces.
Arborite's strength and thickness pre-
vents curling and lifting due to ex-
cessive moisture and high humidity
too!

ADAPTABILITY

Use it on any job or any surface ...
vertical or horizontal. Arborite fits in
anywhere in commercial or residential
buildings where a tough easy to clean
surface is needed.

NEW PRODUCTS

(Continued from page 172)



ASBESTOS-CEMENT SIDING AB95231

New Chroma-Tex siding shingles are two-toned—dark in the valleys, lighter on the ridges—to give a natural-looking weathered appearance. Five colors are produced. Easily applied over sidewall surfaces, the shingles are designed for exterior remodeling jobs as well as new construction. The siding is said to be fireproof, weatherproof, rotproof, termite-proof, and to require no painting, preservative treatment or maintenance. Asbestone Corp., Dept. AB, 5380 Tchoupitoulas St., New Orleans 15, La.



BAND SAW

AB95230

Fourteen inch band saw is equipped with a 20x23 inch tilting table made of heavily ribbed cast iron. The unit has a capacity of 12 1/2 inches vertically (table top to wheel guard), and 13 1/2 inches horizontally (blade to main guard). The motor base of the saw is easily adjusted and requires no belt tightening device. A free-turning hand wheel raises or lowers the large, dynamically-balanced upper wheel for blade tension. Heston and Anderson, Dept. AB, Fairfield, Iowa.



ADJUSTABLE AIR DIFFUSER AB95205

"Flexiflo" concentric circle diffuser incorporates adjustment in air flow from zero to full volume. The diffuser can be shifted by turning the center rod knob, thus providing a variable adjustment of the effective area while the air diffusion pattern remains constant. All adjustments are made after the installation. The diffuser is available in 11 sizes. The largest is capable of handling up to 9000 CFM with a throw of over 48 feet. Universal Diffuser Corp., Dept. AB, 890 Whittier St., New York 59, N. Y.

New Products continued on page 176

J. A. DAVIES & COMPANY

314 STRAIGHT AVENUE, S. W.
GRAND RAPIDS 3, MICHIGAN

SALES REPRESENTATIVE OF THE ARBORITE COMPANY, LIMITED • MONTREAL, CANADA

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**Cut Cost—Save Time—Make Building Easier
with these TWO GREAT ECONOMY PRODUCTS**

STEELCRAFT STEEL DOOR FRAMES

For all types of construction—Installed in 3 Easy Steps.



**1
SET IN PLACE**



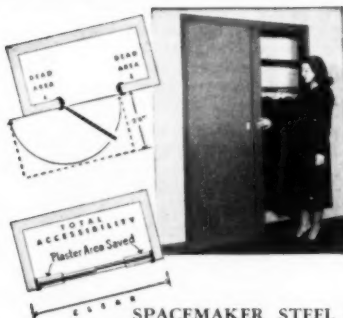
**2
LEVEL UP**



**3
NAIL TO STUDS**

*(anchors furnished
free for masonry)

SPACEMAKER STEEL SLIDING CLOSET DOORS



- Packaged ready to install
- Easy to install
- Cut construction cost
- Give added closet space
- Make homes easier to sell

SPACEMAKER STEEL SLIDING CLOSET DOORS are easy items to sell... keep customers satisfied because they add trouble-free convenience wherever installed. Doors, tracks and hardware make a complete packaged unit, ready for installation. Steelcraft steel closet frames are optional.

STEELCRAFT

MANUFACTURING COMPANY
ROSSMOYNE, OHIO (IN GREATER CINCINNATI)

**STEEL
Craft**

SENSATIONAL STEELCRAFT DOOR FRAME ADVANTAGES

- One piece unit all steel, all welded.
- Bonderized and painted—then baked on at 300° Fahrenheit.
- Full range of sizes for all types of construction.
- Two 3½ x 3½ hinges furnished for 1¾" door. Three 4x4 hinges furnished for 1¾" door. At no extra cost.
- Hinges are welded on—no mortising required.
- Enclosed dust box with strike plate furnished.

Mail Coupon Today!... for complete Information, Price and Specifications on Steelcraft One Piece Steel Door Frames and Spacemaker Steel Sliding Closet Doors.

MAIL THIS COUPON TODAY!

The Steelcraft Mfg. Co., Dept. AS-952
9017 Blue Ash Rd., Rossmoynne, Ohio

Please send me full information on
☐ Steelcraft Steel Door Frames
☐ Spacemaker Sliding Steel Doors

Name
Company Title
Business Address
City Zone State



ONLY **Ramset**
JOBMASTER
OFFERS
NEW **10** STAR
VALUES

Latest RAMSET SYSTEM development adds new ease, speed, utility and economy for most fastening jobs in steel and concrete.

See the new RAMSET JOBMASTER in action. Compare the 10-star values with any other method or tool. Watch how the JOBMASTER seats a Tru-Set stud or drive pin instantly—better, stronger, straighter, with far less effort. Operates with one hand when necessary.

Be sure also that you use only Tru-Set Fasteners, guided straight to the work by the exclusive, elasticized Red-Tip Pilot. At their new, lower prices, Tru-Set Fasteners give you the biggest dollar-for-dollar value.

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Ramset Fasteners, Inc.
12117 BEREA ROAD • CLEVELAND 11, OHIO

Product Patent No. 2470117. Other Patents Pending.

★ STAR VALUES

1. **One-Piece Tool**—opens fast for easy loading.
2. **Trigger Action**—one-hand operation if needed.
3. **Visi-Check Button**—instant check for operating position.
4. **Gas Diverter**—more consistent penetration—protection to work surface.
5. **Angle-Fire Control**—to assure perpendicular penetration.
6. **Manual Safety Control**—locks tool into inoperative position.
7. **Finger-Grip Handle**—firm holding with comfort.
8. **Neoprene Grip**—fitted to the hand.
9. **Barrel Extension**—in handle for quick use.
10. **Red-Set Safety Shield**—for easy, accurate positioning.



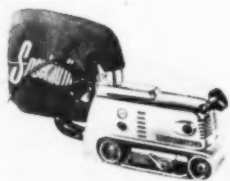
NEW PRODUCTS

(Continued from page 174)



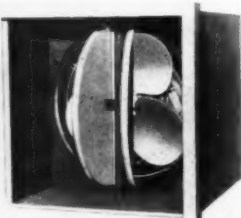
CABINET LAVATORY AB95219

Dressatory combines a vitreous china lavatory with front anti-splash rim and concealed overflow with a plastic laminate (Parkwood) surfaced cabinet. The unit comes in four styles that combine a laundry hamper, storage cabinet, and toilet article drawer. Lavatory colors are coral blush, twilight blue, colonial yellow, pastel green, and white. The package is shipped in one piece ready for installation. Elier Co., Dept. AB, Ford City, Pa.



DUSTLESS SANDER AB95213

Model 503 picks up over 85 per cent of the sanding dust and prevents the belt from clogging. The abrasive grains are free to do more sanding in less time. The vacuum sander can be used on wood, metal, plastic, and glass. Designed for the construction industry it has a belt speed of 1120 S.F.P.M. A belt tracking control centers the 3 x 24-inch belt. The unit weighs 65 pounds. The Porter Cable Machine Co., Dept. AB, Syracuse 8, N. Y.



ATTIC FAN HOUSING AB95212

A chimney style attic fan eliminates large ceiling louvers or exterior gable louvers. The package is ready to install. It is a direct drive fan housed in an all-welded weatherproof steel dummy chimney. Equipped with automatic louvers—raised by the wind pressure of the fan blades, the unit moves 3300 CFM at 1700 RPM or 2000 CFM at 1100 RPM. The housing is plastic coated for long life and self-draining. Loren Cook Co., Dept. AB, 644 Front St., Berea, Ohio.

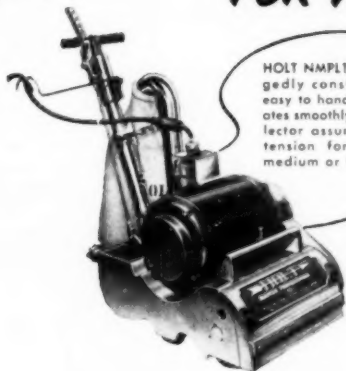
New Products continued on page 178

AMERICAN BUILDER

HOLT

Floor Sander

*Keeps Earning Money
FOR YOU*



HOLT NMPL12 is ruggedly constructed, easy to handle, operates smoothly. Cut selector assures right tension for rough, medium or fine cut.

DEMOUNTABLE DRUM CUSHION CHANGES IN MINUTES

Why let damaged drum cushions tie-up floor sanding 12 to 24 hours? HOLT demountable drum cushion (patented) can be replaced in minutes by the operator right on the job... so sanding goes on almost without interruption.

You cover more floor, too, with HOLT high-speed cutting. Sure-grip clamps keep paper "in." Self-adjusting, double belts stay tight. Correct design and dynamic balance eliminate chatter and vibration... assure smooth, craftsman-like work.

Do floor jobs the easy, time-saving HOLT way. For further information and name of nearest dealer, write your name and address in margin of this ad and mail TODAY.



For floors that make happy home owners, wax and polish with HOLT floor machines.



It's easy to sand edges, corners, stairs, closets, etc., with HOLT Rotary Edgers.



**MANUFACTURING
COMPANY**

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OAKLAND 12, CALIF.

272 BADGER AVE.
NEWARK 8, N. J.

3

*Speedy installation
plus*

*means you get more
— give more*

with a **VENKO**
PACKAGED UNIT
BY **Kover**

**MORE TIME
Saved**

**MORE FUEL
Saved**

**MORE SPACE
Saved**

**MORE
ECONOMICAL**

*heat and
hot water*



Today, consumers buy the boiler that gives greatest value—while installers specify the one that nets greatest profit. Venko answers both needs. Its latest fuel-saving controls and 2 sensitive aquastats assure the consumer of constant heat and hot water—such trouble-free, high priced service at such low cost. Venko offers the installer these genuine advantages: no waiting for missing parts. No expensive back calls. More profit through more and speedier installations. That's because Venko arrives with all parts properly installed—all wiring in place—all controls thoroughly tested. Yes, completely equipped for quickest installation.

*built to fit the modern home
nationally advertised*



WATERFURN BOILERS, INC.

a division of L. O. KOVEN & BRO., INC.
154 Ogden Ave., Jersey City 7, N. J.



1 **ANCHOR WINDOW** — Pella Windows are completely assembled when they arrive. Just set the unit in the opening and anchor it firmly at the head and sill. Flange screws are furnished for this purpose.



2 **ATTACH OUTSIDE FINS** — Next, attach metal fins at jambs. The grooved edge of the fin fits over the edge of the steel frame. The flat surface of the fin is nailed to the sheathing. Exterior trim can now be applied.

**FOR QUICKER, EASIER
INSTALLATION
USE**

Pella

CASEMENT WINDOWS

Pella Casement Windows cut installation costs to a minimum because all Pella Casement Windows are completely assembled and pre-fitted at the factory. Pella Casements, in modular dimensions, fit right into specified rough openings. All Pella Casement Windows are equipped with inconspicuous, convenient Rol-screens that roll up and down like window shades. More Thermopane standard sizes are available for Pella Casements than for any other wood casement window. Save time and labor costs with Pella Casement Windows.

Write Today for the Pella Installation Instructions and full size Casement Details.

ROLSCREEN COMPANY, Dept. D-37, Pella, Iowa

Without obligation, send me "PELLA CASEMENT Installation Instructions in Full Size Casement Details No. 1050M."

NAME _____

FIRM _____

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PELLA CASEMENTS • ROLSCREENS • VENETIAN BLINDS

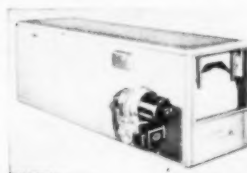


3 **ATTACH INSIDE FINS** — To complete the installation, apply the inside metal fins at head, sill and jambs. Fins fit under the lip of the steel frame and are nailed to the studding. This insures a tight weathertight all the way around the window.



NEW PRODUCTS

(Continued from page 176)



HORIZONTAL FURNACE AB95218

A horizontal oil-fired furnace or unit heater for installation in homes, garages, shops, schools, and commercial structures. In homes it can be set on ceiling joists, suspended from roof rafters, or installed in crawl space or basement. Initial design is 110,000 B.T.U. input while future models will have up to 225,000 B.T.U. The unit can be converted to gas. L. J. Mueller Furnace Co., Dept. AB, 2005 W. Oklahoma Ave., Milwaukee 15, Wis.



DECORATIVE DOORS AB95216

Decorator doors are mass-produced, custom-styled panel doors designed for the development builder. The units are made in a complete range of exterior and interior sizes. Available are three styles with either flush or raised mouldings. Pictured above is Modern III which carries out the horizontal lines of modern ranch styling. Georgia-Pacific Plywood Co., Dept. AB, Olympia, Wash.



INDUSTRIAL SANDER AB95202

A compact and light (7½ pounds) 7-inch sander has ample power and capacity for continuous production use. The manufacturer claims it to be well adapted for laminated phenolic grinding wheels and discs in addition to driving standard accessories. Suitable for metal, wood, auto and paint trades. Miller Falls Co., Dept. AB, Wells and Devon St., Greenfield, Mass.

ALSO MAKERS OF FAMOUS PELLA ROLSCREENS AND VENETIAN BLINDS

New Products continued on page 180

A team you can trust

There's a Worthington Blue Brute team to lick every clay, rock or concrete breaking job.

These job-tested air tools give you more action for every cubic foot of air. They're as easy-handling as ever an air tool could be—and their rugged construction from special heat-treated metals gives you longest life.

Teamed up with the famous Worthington Blue Brute Air Compressor, they'll speed your work and cut your costs every time.

See your Worthington distributor who will point out the Worthington design features that guarantee more work for your money. As for bulletins, write Worthington Corporation, Construction Equipment Sales Division, Plainfield, New Jersey.

BUY BLUE BRUTES

WORTHINGTON

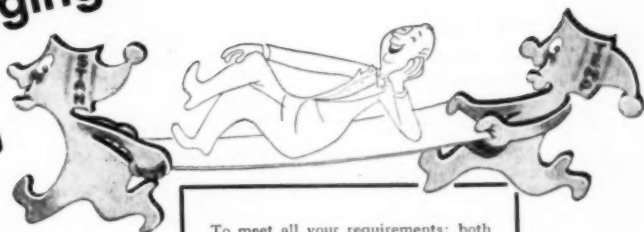


H.I.B.

**We keep bringing
buyers back**

**We're the Hard-selling
Hardboard Pair**

STAN and TEMP



STAN stands for Weldwood® STANDARD Hardboard.

TEMP, for Weldwood RezTEMP Hardboard, the oil- and plastic-treated . . . water-resistant hardboard.

Just get a load of us, and . . . izing! . . . you're back for a second load. And back and back and back, for every hard job you can think of.

And we can take it. For we're tough, strong, and we stand up to any job.

But we also *work easily*. Planes and saws and chisels shape us with sharp, clean edges.

And have you heard about how we get along with paint brushes? You see, we're light in color. So even pastel prints flow on *smoothly*.

Today, place your order for Weldwood Hardboard. It will be followed, soon, by repeats.

To meet all your requirements: both Standard and Reztemp Grades of Weldwood Hardboard come in three popular thicknesses: 1/8", 3/16", and 1/4". In sizes: 4'x6', 4'x8', 4'x10', 4'x12' and 4'x16'. Panels up to 4'x12' are wrapped six to a package. Weldwood Reztemp Tile Board is available only in 1/8" thickness and sizes 4'x4', 4'x8', 4'x12'.

Call your Weldwood salesman for Weldwood Hardboard or Tile Board today.

WELDWOOD® Hardboard

Manufactured by Abitibi Power and Paper Company

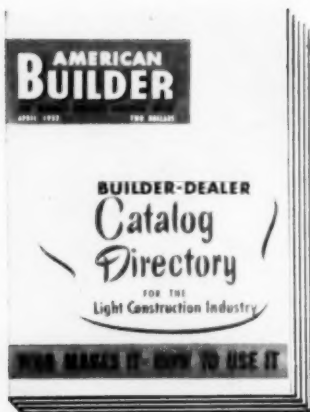
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Here's how to use
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FIRST—Leaf through the book from cover to cover and get the general layout in mind. This will enable you to use it sufficiently later on. The 5 Directory Sections are printed on colored stock for easy identification. If you are looking for the answer to a specific building problem, consult the index for the particular Product Reference Section you want. These sections tell you who makes it and how to use it.

1. Building Products and Equipment Manufacturers

An alphabetical list of products and equipment listed under appropriate titles. No cross references to delay or confuse you.

2. Brand Names

If you know the brand name but not the maker, you can find the name of the manufacturer here.

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4. Industry and Allied Professional Trade Assns.

A valuable addition that saves you a lot of time when you want the name and address, and principal officers of local or national associations.

5. List of Participating Communities in 1951 National Home Week

An alphabetical list by states of communities that have taken part and cashed in on the promotional value of National Home Week. Look and see if your community is listed.



If you have a special building problem—write us. Our editors have the knowledge and experience to be of real help to you. Don't hesitate to write. No obligation, of course.

AMERICAN BUILDER

79 W. MONROE ST.

CHICAGO 3, ILL.

NEW PRODUCTS

(Continued from page 178)

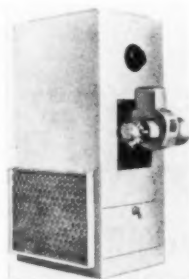


OFFSET LADDER BRACKET AB95220

The ladder and scaffold bracket combines offset features that protect gutters and cornices. When used in pairs the device becomes a useful scaffold support. A double truss steel grip transmits the load from rungs to rails. The all steel device slips on any standard ladder in a matter of seconds. Steadfast Equipment Co., Dept. AB, 874 Franklin Ave., Thornwood, N. Y.

STORM PANES AB95211

Transparent, flexible, weather-resistant panels, ready-cut to size, 36x78 inches are available in two types: clear vinyl plastic and double thick cellulose acetate reinforced with cotton mesh. Both materials provide effective insulation against cold and wet weather. Included in the package are 18 feet of waterproof framing strips, ample supply of nails, and complete, simple instructions. Arvey Corp., Dept. AB, 3462 N. Kimball Ave., Chicago 18, Ill.



FURNACE AB95204

This 75,000 B.T.U. "Hi-Boy" No. 70A features precast combustion chamber, 12 gauge welded steel construction, cold air and filter rack either on right or left bottom side of furnace, and flanged automatic burner. All ready to hook up. Motor is 1 6 h.p.—unit delivers 1000 CFM—over all size is 25x26x60 inches. Automatic Oil Burner Corp., Dept. AB, 33 Bloomfield Ave., Newark 4, N. J.

CAULKING COMPOUND AB95226

Caulking compound of twenty-six permanent colors is now being marketed. The colors have been selected to harmonize or match most known color materials. Several shades of gray, brown, red, tan, blue, green, as well as ivory, buff, white, black, and aluminum are included in the assortment. Calbar Paint and Varnish Co., Dept. AB, 2612 N. Martha St., Philadelphia 25, Pa.

New Products continued on page 182

AMERICAN BUILDER

IT'S THE FIRST COAT THAT COUNTS!



Factory-stained SHAKES Are "PRIMED FOR LIFE"

Home buyers are "hep" to the fact that nothing used on exterior walls can forever escape the ravages of dust and dirt, freeze and thaw. They know that nothing is "permanent"—but they expect to be able to *maintain* the original beauty of their sidewalls at *minimum cost*.

That's why the original, factory-controlled color coat makes pre-stained cedar shakes the outstanding choice for sidewalls today. Once your cedar shakes have been given their first color treatment under the watchful eyes of factory color technicians, using the right combination of pigments, toxics and sealers to protect the high quality cedar, re-staining in later years is bound to be right, sure to be easy and inexpensive.

Pre-stained cedar shakes are color-coated *front and back*. Even the shake edges get a full color tone which could not be accomplished on the finished wall.

Yes, when you build with pre-stained cedar shakes, you are using the only sidewall material that is "primed for life."



STAINED SHINGLE & SHAKE ASSOCIATION

4403 White Building • Seattle 1, Washington
Canadian Address: 509 Metropolitan Bldg., Vancouver 1, B. C.

NEW PRODUCTS

(Continued from page 180)



PLASTER CORNER REINFORCING

AB95235

Narrow width Keymesh combats cracks and separations in plaster. Available in 4, 5, and 6-inch widths, the material is applied over the plaster base as a reinforcement. It comes in 150-foot rolls and can be cut on the job with ordinary snips and applied in one piece for long and short lengths. Keystone Steel and Wire Co., Dept. AB, 7000 S. Adams St., Peoria 7, Ill.

WALL COATER

AB95203

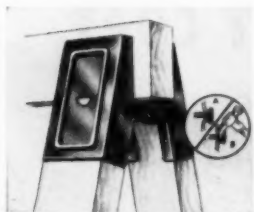
"Fleetwing" wall coater utilizes a specially engineered paint brush bristle. The unit is seven inches wide. According to the manufacturer, it is the first complete change in method of manufacture in more than a generation. It consists of narrow metal channels in which double length strands of scientific bristle are locked. A longer handle is clamped to the unit. It permits free swinging strokes to cover large areas. Any type of paint can be used. Pittsburgh Plate Glass Co., Dept. AB, 632 Duquesne Way, Pittsburgh, Pa.



AIR REMOVER

AB95201

"Air Scoop" removes air from hot water heating systems—heated water does the work. The hotter the water the greater volume of air liberated. Air travels the upper portion of the horizontal pipes. It is scooped up by the first baffle into chamber No. 1 and removed from the system. Air from chamber No. 2 passes into the expansion tank. Should the air completely fill the expansion tank and back up into the air scoop it will be removed by the air valve without disturbing the operation of the system. Taco Heaters, Inc., Dept. AB, 137 South Street, Providence 3, R. I.



SAW HORSE BRACKETS

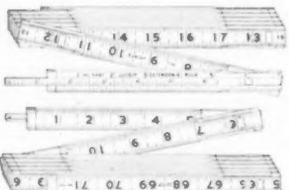
AB95217

Flanged nail holes allow a carpenter to slip a claw hammer under the raised nail heads and pull the nails out. This disassembly feature permits the horses to be stored and transported easily. The nailing feature makes the assembly stronger and ready for hard usage. The brackets take either dressed or common 2x4's. Dalton Mfg. Co., Dept. AB, 20 So. Central Ave., St. Louis 5, Mo.

1-COAT MASONRY COATING

AB95225

An oil base paint applicable to both interior and exterior surfaces of concrete block, cement, brick, stucco, asbestos cement siding and similar masonry surfaces has been developed for decoration and protection against moisture. It can be applied by brush or spray over either new or previously painted surfaces. United Laboratories, Inc., Dept. AB, 16801 Euclid Ave., Cleveland 12, Ohio.



EXTENSION RULE

AB95224

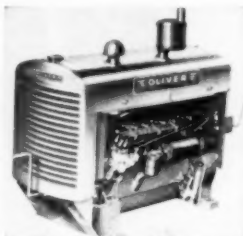
The X-46F rule can be used for accurate inside, outside, regular, and flat reading measurements. A brass extension slide allows inside measurements up to 78 inches. A stop prevents the slide from coming out. Brass strike plates prevent wear. Figures are easy to read against a light background and are marked to 16ths. Folded length is 8 inches. Lufkin Rule Co., Dept. AB, 1730 Hess Ave., Saginaw, Mich.



LOUVRE WINDOW

AB95214

Full ventilation without drafts is claimed by the manufacturer of this louvre window. The unit consists of a pair of galvanized steel up-rights with 3 to 14 six-inch steel pockets on each, depending on the height. The operating handle, below the gravity lock, simultaneously rotates all pockets through a 105 degree turn. Glass used is 3/16 inch (or 7/32 inch) thick, 6 inches high and any width up to 39 inches. Broken panes can be replaced by sliding out old glass and sliding in the new glass. Sun-Sash Co., Dept. AB, 38 Park Row, New York 38, N. Y.



STATIONARY POWER UNIT

AB95221

A heavier series of power units developing 73 H.P. has been added to the stationary power line of the Oliver Corp. The number 199 engine is available for gasoline and diesel fuels and engineering development is now complete for LP gas. The unit is a six cylinder engine which features overhead valves and replaceable cylinder liners. It can be used to supply power for electric generators, irrigation pumps, rock crushers, refrigeration units, air compressors, industrial loaders, conveyors, feed mills, saw mills, and replacement units. The Oliver Corp., Dept. AB, 400 W. Madison St., Chicago 6, Ill.

USE THIS COUPON FOR MORE INFORMATION ON NEW PRODUCTS IN THIS ISSUE

Save Time—Just Insert Key Numbers and Mail To:
American Builder, 79 W. Monroe Street, Chicago 3, Illinois

Name

Address

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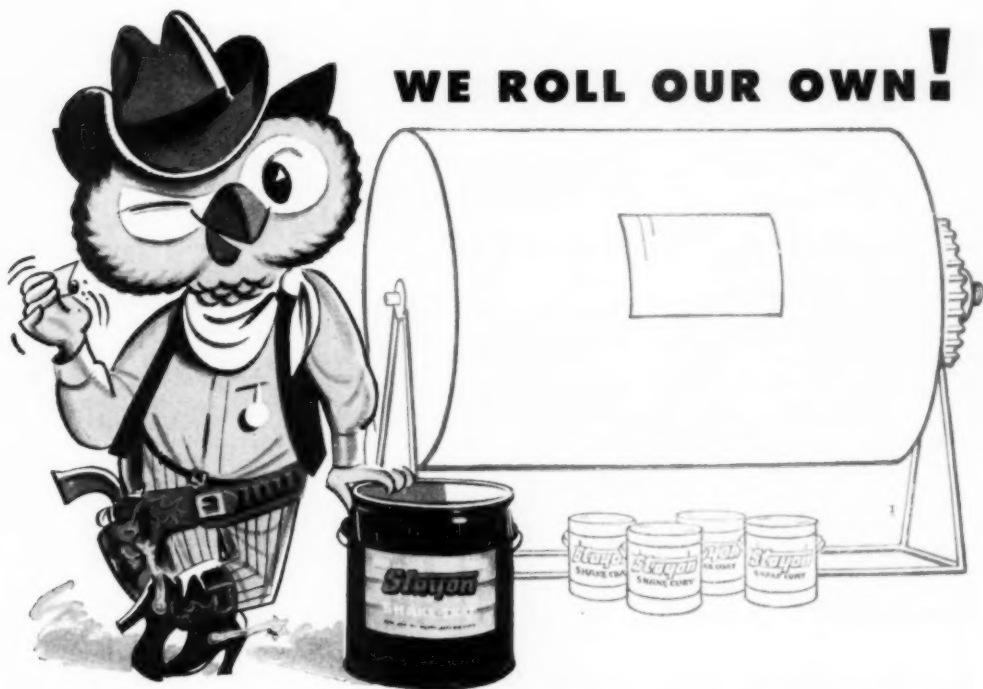
No. No. No. No.

No. No. No. No.

No. No. No. No.

No. No. No. No.

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder



WE ROLL OUR OWN!

Ordinary Shingle Stains are not good enough for *Fitite* Shakes

When you want something done "better than the rest"—you have to do it yourself. That's why, years ago, we learned to "roll our own" rich pigments to make the most superlative cedar shake stain in captivity. *Fitite* Shakes are pre-stained exclusively with our own Stayon Stains, made with our own pigment rolling equipment, and formulated by our own staff of experts who have thirty years of shake-staining experience behind their work.

Dealers who know how important a good solid color-coating is in making cedar shakes a profitable and customer-satisfying line will want to know more about the Stayon Stains that have given *Fitite* Shakes their leadership in the market since 1922. Your inquiries are cordially invited. A telegram or letter will bring you prompt response. When you have the *Fitite* Shake and Stayon Stain lines, you can be confident that you have the best on the market today. *Fitite* are, of course, America's original processed cedar shakes.

WHOLESALE ATTENTION: If you are interested in the sale and distribution of our quality line of pre-stained shakes, write immediately to:

COLONIAL CEDAR COMPANY, INC.
600 WEST NICKERSON STREET, SEATTLE 99, WASHINGTON





Architect picks **FOAMGLAS** to insulate his own home

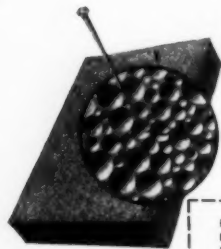
● In his home at Allentown, Pa., Architect Herbert F. Everett was willing to put his own money on FOAMGLAS as the most durable insulation to go under a poured concrete, radiant-heated floor.

FOAMGLAS really shines in this kind of an installation, because it will not absorb water. In addition, FOAMGLAS has a compressive strength of up to 9-tons per square foot. Thus it is ideal

for use beneath a concrete slab—even though the slab must carry great loads.

If you use FOAMGLAS for under slabs, around floor perimeters and for roof insulation, it will give you a solid selling feature. For here at last is an insulation that will not warp, shrink or become soggy. For the full story, send the coupon for a free sample of FOAMGLAS and a copy of our latest booklet.

PITTSBURGH CORNING CORPORATION • PITTSBURGH 22, PA.



The best glass insulation is cellular glass. The only cellular glass insulation is FOAMGLAS. This unique material is composed of still air, sealed in minute glass cells. It is light weight, incombustible, verminproof. It has unusually high resistance to moisture, chemicals and many other elements that cause insulation to deteriorate.



FOAMGLAS®

the cellular glass insulation

Pittsburgh Corning Corporation
Dept. A-92, 307 Fourth Avenue
Pittsburgh 22, Pa.

Please send me, without obligation, a sample of FOAMGLAS and your FREE booklet on the use of FOAMGLAS for homes.

Name.....

Address.....

City.....State.....

Builders' Temporary Heating Needs Met By LP-Gas Dealer

Builders in Willimantic, Conn., who need temporary heating facilities can leave that phase of worrying about their operations to a local liquefied petroleum gas dealer, who will install the equipment and supply the fuel, all on a rental basis.

For residential construction, the Tri-County Gas Co. will temporarily set up a 65,000 B.t.u. floor furnace, fired with LP-gas, to speed drying of the plaster. Fee for a month, including installation and rental, is \$20. The gas is piped to the furnace from cylinders delivered to the site and hooked up by Tri-County servicemen.

For commercial jobs, Tri-County puts in automatic steam radiators, also fired with LP-gas, to heat timekeepers' offices. Monthly rentals range from \$4 to \$6, depending on the size of the radiator. Before it is delivered to the construction office, the radiator is sprayed with aluminum paint.

According to H. I. Phillips, proprietor of the firm: "LP-gas can be installed when and where heat is needed by builders. They are ideal for the relatively cramped quarters of construction shacks, because office visitors can lean on them, and safely touch them, without getting burned."

'Housing—Mass Produced' Booklet Issued by MIT

The Albert Farwell Bemis Foundation of Massachusetts Institute of Technology, Cambridge, Mass., has just published a 42-page booklet entitled "Housing—Mass Produced," covering proceedings of its housing conference held last January.

Included in the text are widely divergent comments and views on prefabrication and site-fabrication methods. Panel participants were Edward P. Brooks, dean of the new MIT School of Industrial Management and former Sears Roebuck vice president; Foster Gunnison, founder of Gunnison Homes, Inc., and now retired; John W. Galbreath, former president of the National Association of Real Estate Boards and now engaged in developing the Fairless Hills community for workers of U. S. Steel's Fairless Works at Morrisville, Pa.; Alfred Levitt, in charge of design and production for Levitt & Sons, Inc., now building the big Levittown community at Morrisville; Fritz B. Burns, California builder known for his postwar housing research and large projects in the Los Angeles area, and Howard T. Fisher, Chicago architectural firm head.

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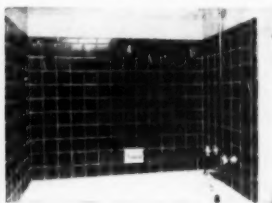


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2.
Plaster applied over wire and cork which has been attached to aluminum ducts using MIRACLE ADHESIVE and MIRACLE SPINDLE ANCHORS of John Hancock Mutual Life Insurance Co. Building Division, Mass. ARCHITECT Cream and Ferguson BUILDER, Turner Construction Co.



3.

FIBERGLAS Insulation Type PF-613, 2" thick — bonded to concrete ceiling using MIRACLE PROMCED ANCHORS at Radio City Station 6B, New York. N. Y. CONTRACTOR, William J. Scully, Inc., New York, N. Y.



4.

WOOD RUNNERS installed on concrete floors with MIRACLE ADHESIVE and MIRACLE ANCHOR NAILS to support 2" solid partitions. Washington Circle Apartments, Washington, D. C. GENERAL CONTRACTOR, Charles H. Tompkins Company.



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Catalogs — and Manufacturers Literature

273—**CABINETS**—The cabinets are designed to fit in any room to meet many storage requirements. The 4-page folder illustrates the company's complete line of kitchen and storage cabinets. Sizes of the units are included. Bilt-Well Cabinets, Carr, Adams, and Collier Co., Dept. AB, Dubuque, Iowa.



274—**ENGINEERING INSTRUMENTS**—A 56-page catalog covers engineering and surveying instruments: Transits, levels, tripods, level rods drafting room supplies, and slide rules are included in the booklet. A foreword describes the design and construction details of the precision instruments. Warren-Knight Co., Dept. AB, 136 N. 12th St., Philadelphia 7, Pa.

275—**HINGES**—The manufacturer's complete line of hinges are described in a 8-page folder. Additional information covered in the folder includes trim clearance for various sizes of hinges, suggested size for door thicknesses, and a weight chart of wood doors. Also included in the booklet are descriptions of hinges for steel, wood, and kalamein doors. C. Hager and Sons, Dept. AB, 2457 DeKalb St., St. Louis, Mo.



276—**INSULATION CATALOG**—The booklet is in three sections: the first covers structural products; the second, interior products; and the third general information such as "U" values of the company's various wall and ceiling materials. At least one page is devoted to each of the manufacturer's building products. Insulite, Dept. AB, 500 Baker Arcade Bldg., Minneapolis 2, Minn.

277—**INDUSTRIAL PIVOTED STEEL WINDOWS**—Designed to give complete data on the company's new window, the catalog has many photos, drawings, cross section details, and technical data. It can also be used as a direct mail piece. The Steelcraft Manufacturing Co., Dept. AB, 9017 Blue Ash Road, Rossmeade, Ohio.



(Continued on page 188)

Distributed Coast to Coast—and in Canada

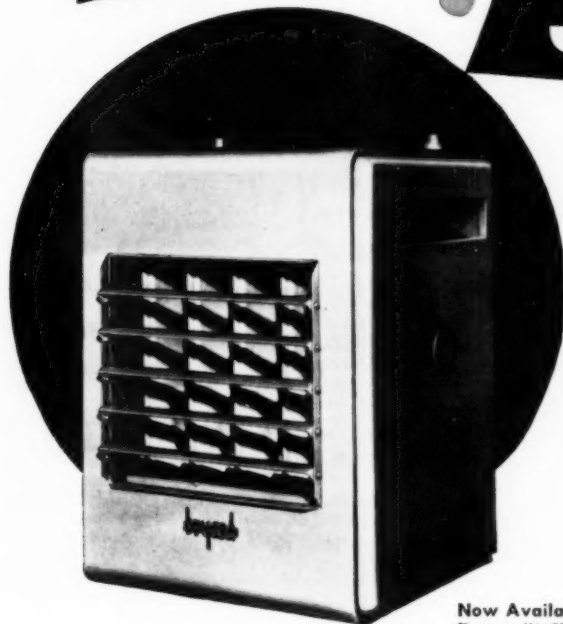
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Catalogs

(Continued from page 186)



278—GARAGE DOORS—

Sectional and one-piece, upward-acting garage doors are covered in this booklet. Various sizes and styles as well as complete description of the hardware are included. Franz Manufacturing Co., Dept. AB, Sterling, Ill.

279—RADIAL ARM SAWS

A 12-page catalog has been issued describing this complete line of home, commercial, and industrial radial arm saws. Complete specifications are given for all models. Accessories for the units are also included in the booklet. Delta Power Tools, Rockwell Manufacturing Co., Dept. AB, 600 E. Vienna Ave., Milwaukee 1, Wis.



280—REINFORCED CONCRETE FLOORS AND ROOFS—

A four-page folder describes a reinforcement method that forms concrete floors or roof decks. Installation photographs and finished examples are included. The material is laid on a concrete or steel frame and acts as the form and reinforcing for the concrete. Granco Steel Products Co., Dept. AB, Granite City, Ill.

281—ROOF DECKS AND ROOF INSULATION—

The general properties and specifications of vermiculite insulating concrete are covered in a booklet devoted entirely to the use of the product in roof decks and roof insulation. Diagrams, illustrations, and charts are included. Zonolite Company, Dept. AB, 135 S. LaSalle St., Chicago 3, Ill.



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282 — ALUMINUM DOUBLE HUNG WINDOWS —

Residential double hung windows can be arranged in five groups to vary styling. A brochure prepared by the manufacturer shows these suggested installations, and includes three sets of dimensions. Inside rough opening dimensions, outside, and window dimensions as well as double glazing glass area measurements are included. CECO Steel Products Corp., Dept. AB, 5601 W. 26th St., Chicago 50, Ill.

(Continued on page 190)

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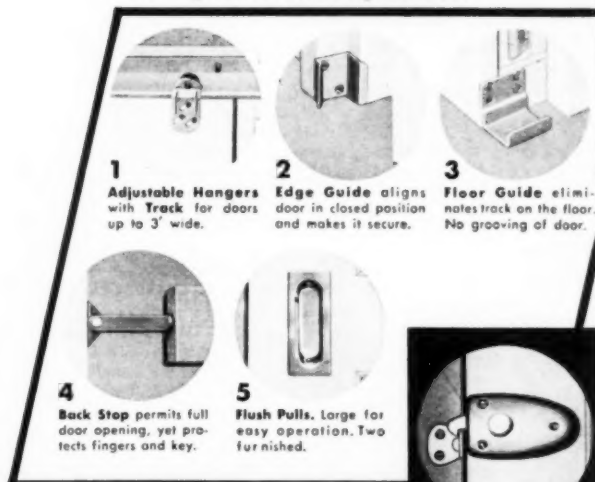
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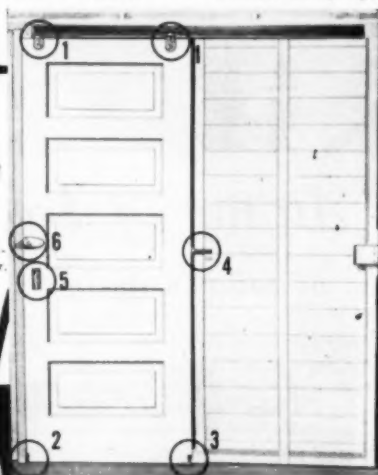
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Catalogs

(Continued from page 188)

283—BATH VANITY—A four-page color folder details this manufacturer's line of bath vanities. Suggested installations and specifications of the models are included in the folder. Four colors are available: sand-tone, green, blue, and white. The Toledo Desk and Fixture Co., Dept. AB, Maumee, Ohio.



284—SLIDING DOOR HARDWARE—Single and double sliding door tracks, door locks, latches, door pulls, converging guides, and metal sliding door frames are covered in a 16-page catalog. Detail drawings included in the publication cover the suggested construction methods employed in the installation of the sliding door hardware. Jay G. McKenna, Inc., Dept. AB, R25, E. Jackson Blvd., Elkhart, Ind.



285—PLUMBING CATALOG—The catalog offers information on all types of plumbing and heating supplies for industrial, residential, and rural installations. Large illustrations are helpful in gaining a complete visualization of the product. Aetna Sales Co., Inc., Dept. AB, 1289 McDonald Ave., Brooklyn 30, N. Y.



286—UPWARD ACTING DOORS—A 12-page booklet describes the manufacturer's line of upward acting residential and commercial garage doors. Included are special designs for period and modern architecture. Door hardware for both residential and the commercial doors is covered in the booklet. McKee Door Company, Dept. AB, 143 Hermes St., Aurora, Ill.



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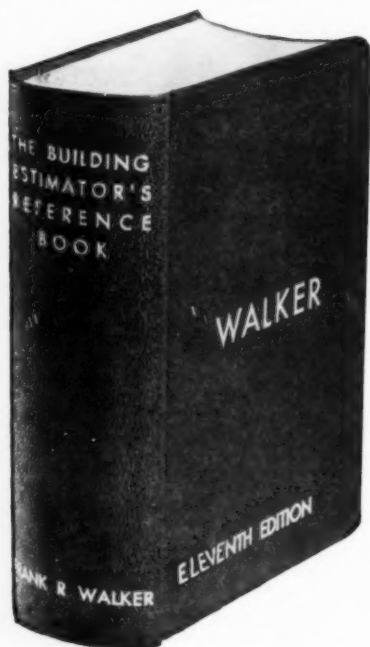


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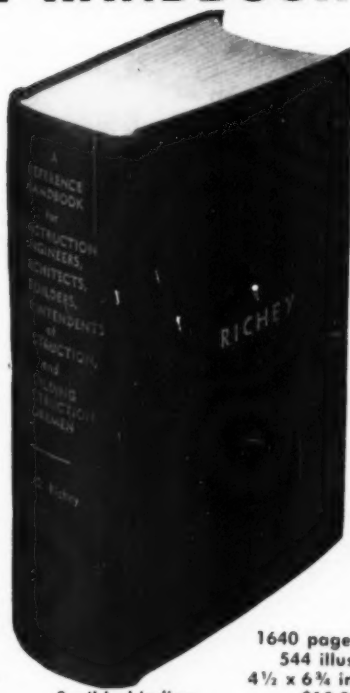
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Redwood in the News

The salient contribution redwood makes to our national palate through its importance in the business of mushroom culture is evinced in the summer issue of Redwood News, now being circulated.

Various other functions, varying from new tonal effects in musical instruments to thermal control in hotel refrigeration are also demonstrated in

this issue. An anomalous, but practical use is that of the laminated redwood vault designed by a lumber company to protect records from fire after important documents had been charred in a steel safe.

Redwood News is circulated by the California Redwood Association, 576 Sacramento Street, San Francisco 11, California.



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There are six general types of finishes and coverings used over concrete subfloors: (1) concrete and ceramic tile, slate, flagstone, etc.; (2) colored concrete topping; (3) hardwood surfacing cemented to the subfloor, or hardwood flooring nailed to wood nailing strips attached to the subfloor; (4) linoleum, rubber, asphalt, and cork tile; (5) over-all carpeting; (6) terrazzo.

Concrete and Ceramic Tile

In applying concrete or ceramic tile, slate, flagstone and similar finishes set in mortar, finish the concrete base slab to a level which will be the finish grade less the thickness of the floor covering and setting bed. Give the concrete a rough finish or a coarse broomed texture. Remove all plaster, oil, paint or any other foreign material before applying the floor finish.

Broom a slush coat of neat cement grout into the surface of the hardened concrete base slab, and before this hardens cover the base slab with a mortar setting bed at least 3/4-inch thick. The mixture should be one volume of portland cement and three to four volumes of sand mixed with enough water to get a good working consistency. Spread it on the slab and screed it until the surface is true and even. Spread only as much mortar at one time as can be covered with the flooring material before the mortar attains its initial set.

Light Coat Portland Cement

Uniformly dust a light coating of portland cement over the surface of the mortar setting bed just before placing the finish material. Tap the material into the mortar until true and even with the finish grade.

As soon as the mortar beds have set sufficiently, wash the floor with clean water and grout the joints between the tile. The grout filler should consist of one volume of portland cement and not more than one volume of sand. Pointing mortar can also be used, and for all joints 1/8 to 1/4-inch should be one volume of water-proofed portland cement and one volume of sand. For joints greater than 1/4-inch in width, the pointing mortar should be one volume of water-proofed portland cement and two volumes sand. The grout or mortar should be forced into the joints by troweling or some other suitable method, and finished flush and true. Remove all surplus grout or mortar before it has hardened.

(Continued on page 196)



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(Continued from page 194) Colored Concrete Topping

The structural base slab should be struck off reasonably true at a level not less than one inch below the finished floor level. Before the concrete has hardened, remove all dirt and laitance. Roughen the surface with a broom or otherwise to improve the bond between base and topping.

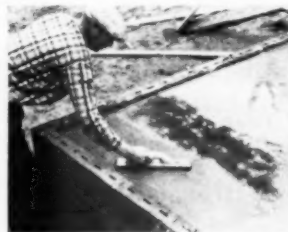
The concrete topping should be not less than one inch thick. Wet the surface of the subfloor (but remove all free water) and broom in a neat cement grout just before placing the topping. Bring to the required level by screeding, and remove all surface water. Then dust on the colored mixture uniformly, applying not less than 125 pounds for each 100 square feet of floor area. The dust-on mixture is floated and worked into the topping. After the water sheen produced by floating has practically disappeared, the surface can be troweled to a smooth finish of uniform color. Another method of achieving the same result is to mix the color pigment integrally into the topping mix.



After subfloor has been screeded to proper elevation, colored dust-on mixture can be applied by hand uniformly over floor surface. Proportion should be not less than 125 pounds per 100 square feet

Concrete topping mix ranges between one volume of portland cement, one and a half volumes of sand and one and a half volumes of gravel or crushed stone, and one volume of portland cement, two volumes of sand and two volumes of gravel and

(Continued on page 197)



Color mixture is floated and worked into the topping. Discontinue floating as soon as the surface becomes wet

R•O•W SALES COMPANY 1397 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

(Continued from page 196)

crushed stone. Don't use more than five gallons of water per sack of cement, including the water in the aggregate.

The dust-on mix should consist of one volume of portland cement, one to one and a half volumes of well-graded sand, at least 80 per cent of which passes a No. 8 sieve and not more than three per cent of which passes a No. 30 sieve, plus the amount of mineral oxide pigment required to produce the specified finish color. Proportion all materials accurately by weight, and use the same amounts in each batch. Mix them dry in a mortar box or an approved mixing machine until the mixture is of a uniform color.

To get a satisfactory wearing surface, always defer troweling of the topping until the water sheen is disappearing. Troweling at this time forces coarse particles of aggregate into the mass, producing a dense, durable finish.



Portland Cement Association

Steel troweling to a smooth surface

As soon as the topping has hardened sufficiently to resist injury, cover it with at least one inch of wet sand, or other suitable covering. Keep this covering wet for at least seven days for normal portland cement, or for at least three days for high early strength portland cement.

Plain concrete topping can also be polished by grinding, or it can be painted, stained, scored, or treated with linseed oil.

Hardwood Floor Finish

Strike off the base slab at the proper grade, that is, the finish grade less thickness of the hardwood covering to be used. Into the concrete slab, as nailing strips, should be set 2 x 3-inch creosoted wood sleepers with beveled edges on 16-inch or 12-inch centers. Or rust-resisting metal floor clips can be set into the concrete at time of construction and used for attachment of wood sleepers. Set the clips in straight rows not more than 16 inches apart; spacing between the clips should not be more than 16 inches. Creosoted wood

(Continued on page 198)

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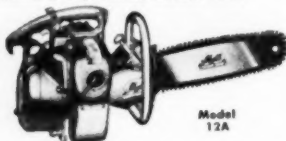


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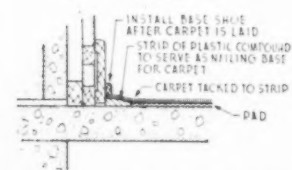
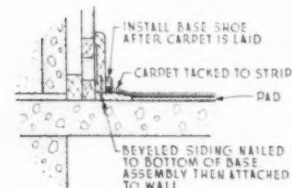
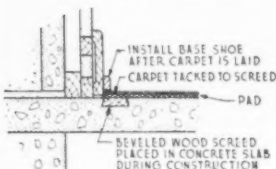
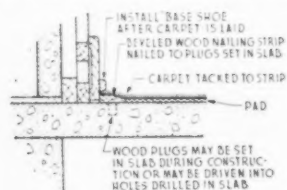
(Continued from page 197)

sleepers, 2x2-inch, are then rigidly fastened to the floor clips and leveled. Apply the wood flooring material as recommended by the manufacturer.

Linoleum, Asphalt, Rubber and Cork Tile

In applying coverings which are cemented to the subfloor, grade of the base slab should be the finish grade less the thickness of the floor covering. Give the subfloor a smooth troweled finish or a fine broomed texture. The slab should be thoroughly dry before applying the surfacing.

A simple test to determine when a concrete floor is dry is to place pieces of linoleum face down on different parts of the floor. Weight down the



Methods commonly used for attaching wall-to-wall carpeting to concrete subfloors

linoleum and leave it for 24 hours. If there are damp spots under the linoleum at the end of this time, the floor is not dry enough and should be left alone until a retest shows no damp spots.

(Continued on page 200)

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(Continued from page 198)

Apply the finish material as specified by the manufacturer.

Carpeting

While all of the methods shown in the drawings have been used successfully, it may be desirable to consult with local carpet dealers before deciding on a particular method.

Terrazzo

Applying terrazzo floors is an art which generally should be entrusted only to an experienced terrazzo contractor. Detailed instructions covering terrazzo work can be obtained from the National Terrazzo and Mosaic Association in Washington, D.C.

Homes Near Airports Subject to New VA Appraisal Standards

A new bulletin on the appraisal of residential properties near airports, recently released by the Veterans Administration, reverses earlier instructions to VA offices prohibiting real property appraisals within a four-mile radius of airports and sets up new standards for appraising this type of property.

In addition to general considerations and leeway left to local offices, the technical bulletin (TB4A-121) lists the following specific limitations:

"The VA will not undertake to appraise any residential unit which is situated within the 'runway zone' of a dominant runway.

"(1) A dominant runway is one used principally for the take-off or landing of aircraft.

"(2) As to each dominant runway 4,000 feet or more in length, the 'runway zone' shall be that rectangular area extending laterally 500 feet on each side of the center line of the runway projected outward from the end of the runway one-half mile.

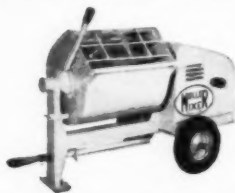
"(3) As to each dominant runway less than 4,000 feet in length, the 'runway zone' shall be that rectangular area extending laterally 500 feet on each side of the center line of the runway projected outward from the end of the runway a distance equal to one-half the length of the runway."

This rule will apply to any unit on which construction has not begun prior to June 25, 1952, according to the bulletin. Certificates of reasonable value outstanding on any units within a runway zone will not be affected.

Each regional office is directed to maintain up-to-date files of data relating to necessary determinations for each airport within the area.

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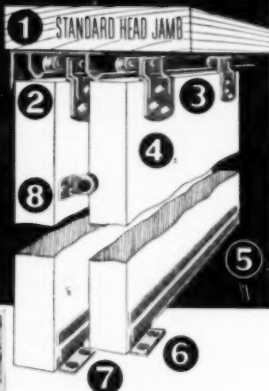
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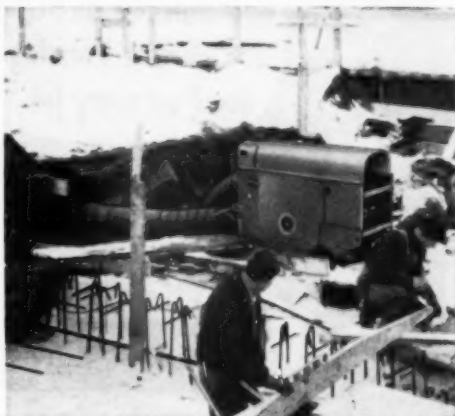
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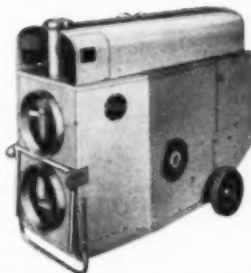
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New plant of Brown Lumber Co., Sweetwater, Texas, is attractive combination of green stucco and redwood, with eggcrate-design louvered awning. Attached on right is 52x80-foot warehouse with truck dock

"Homeless" Dealer Fully Modernizes At New Location

It turned out to be a blessing in disguise for the Brown Lumber Co. of Sweetwater, Texas, when the city recently acquired its downtown property to build an underpass. Made "homeless" by the action, the firm bought a yard in another part of the city, spent \$60,000 to remodel and enlarge, and reopened three months later with one of the most modern and complete building materials stores in west Texas.

In the new plant are three display rooms with a total area of 3,000 square feet; 12,000 square feet of warehouse space; and 285 feet of double-deck lumber sheds. The site is 250x150 feet, with adjacent railroad trackage.

Home Planning Aids Featured

Among the outstanding features of the new store is a home planning center—a comfortable lounge equipped with home magazines, plan books, literature on loans, wall paper books, a sample rack of materials and other home building aids.

Another separate room is devoted to wallpaper, of which the company carries more than 300 patterns. It has striated plywood walls with a lined oil finish, and candy-striped carpeting.

The center sales room, leading to the offices, features white oak fixtures, rubber tile flooring of green and yellow. Several different plywoods make up the office counter front, with natural finish and walnut top. Walls of the other large display room are finished with yellow and green plastic paint; floors are of green rubber tile.

A Two-Day Opening

Two days were given over to the formal opening, which was described as "very successful." One of the highlights was a guessing game, designed to place emphasis on the large number of items carried in stock. Guests were escorted through the various departments and asked to guess the number of separate articles in each. Best guess on the grand total was good for a \$100 prize. As it turned out, a 16-year-old newsboy hit the figure exactly on the head—4,395 items.

Head of the company is Paul E. Brown, a director of the Lumbermen's Association of Texas.

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The cost advantage, plus the functional decorative beauty of Lamidall makes it the perfect answer for show rooms and other spacious display areas.

Dry Wall Finishing System Developed by Paint Manufacturer

A new dry wall finishing system, incorporating four relatively new products, has been developed by the Sherwin-Williams Co.

In making the announcement, J. P. Patterson of the firm's painter maintenance division said the technique is not new, but a refinement of present practices coupled with some radically new developments in materials.

Basis of the system, Patterson said, is a ready mixed, ready-to-use silicon joint filler. This material is applied to wallboard recesses and to all nail heads in the conventional manner. Following overnight drying, a top coat of filler is applied and feathered out to insure a uniformly



After joints are filled with the new silicon filler, joint tape is immediately worked into the filler and smoothed with a broad knife. When first application is dry, a top coat of filler is applied and feathered out to insure a uniformly flat surface.

A second top coat is applied after about four hours of drying. The final top coat of joint filler can be dispensed with in most cases where a textured finish is to be applied.

The joint filler contains no alkali, a feature which avoids burning through of the paint. Uniform package consistency of the filler eliminates on-the-job mixing. The material is easy to work, spreads readily, and sands easily without polishing.

Another new product, also with a silicon base, provides a stipple texture finish on dry walls.

"It mixes readily," Patterson said, "with a new paint trade-named 'Quali-Kote,' and provides close control of the degree of texture. The material is mixed with the paint in a pre-determined ratio and is then brushed on, and followed immediately with a roller-stippler. A final coat of paint, used as it comes from the can, is recommended for added washability and depth of color."

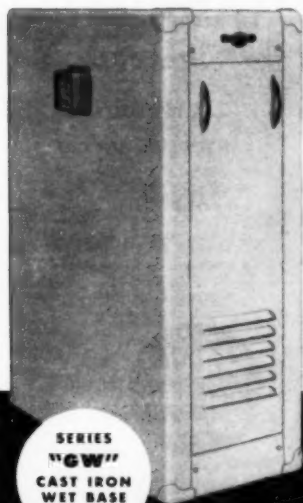
(Continued on page 206)

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(Continued from page 204)

According to Patterson, another new material makes it possible to produce a sand-textured finish with comparable ease. This product is a silicon mix consisting of silica beads that have been electro-plated and bathed in a silicon ester solution.

"Following treatment of the wall-board joints and nail heads with the



Easy brushing is a characteristic of both the silicon-base stipple texture material and the paint to which the silicon mix has been added. Here a fine sand-textured finish is being applied to a treated wall

joint filler," he said, "the silicon mix is added to the paint in a one pint to one gallon ratio. Since the mix stays in suspension, the mixture can be brushed, rolled or sprayed on. A second coat of the paint, similarly treated, results in a finely finished surface that will withstand considerable abuse."

Still a third type of finish can be achieved on wallboard, Patterson pointed out. This is a smooth, textured finish that results from use of the paint without additives.

"Experience indicates that a thin trowel coat of the joint filler covering the entire board area will greatly enhance the smoothness of the finish," he said. "However, satisfactory results can be achieved merely by properly feathering the final top coat of filler and applying two coats of paint."

Discussing development of the finishing system, Patterson said that, like most new methods, it was the result of need. "There is nothing mysterious about the system," he concluded. "While the materials are designed to be used with the new paint, they will work equally well with oil and resin-emulsion paints."

Holder for Hose Washers

To keep hose washers together on a job, make a safety pin of a bicycle spoke or wire. Then put the washers on the pin and fasten pin to inside of hose reel.—Oscar West, Bryan, O.

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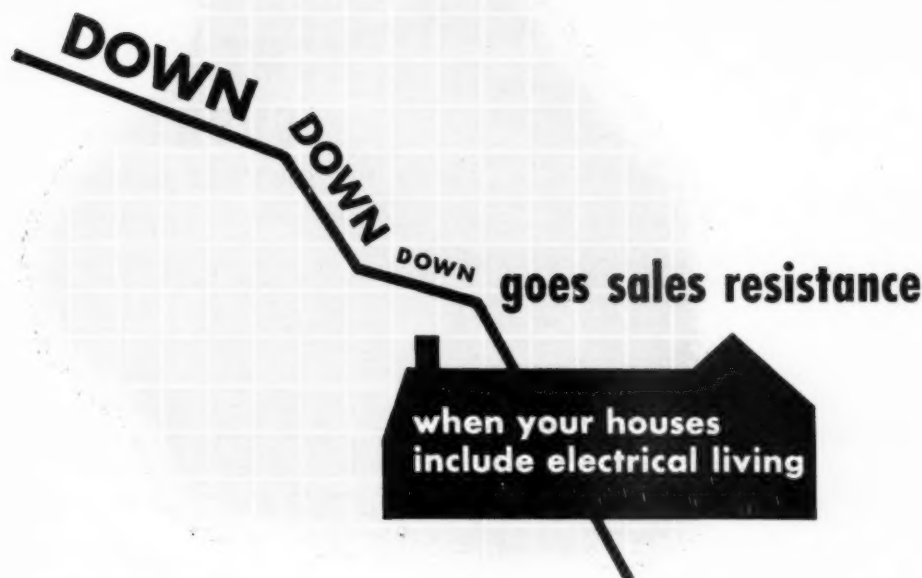


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Plastics Industry Doubles Output; Eyes Housing Use

With more than 2,600,000,000 pounds of synthetic resins estimated as its 1952 output, the plastics industry has doubled its production in five years and increased it six times since 1942.

Hiram McCann, editor of Modern Plastics, cited these figures at a recent Boston meeting of the Eastern New England section of the Society of Plastics Engineers and forecast the annual rate would jump to at least 3,800,000,000 pounds by 1955 on the basis of already announced plans for expansion.

He reported the housing program now requires plastics for flooring, decorative laminates, wiring devices, wall and furniture coverings, kitchen gadgets and tableware.

Possible plastic materials of the future, according to McCann, will include gutters, downspouts, roofing materials, molded furnishings, bathroom fixtures, garage doors, water systems and outdoor equipment.

N. Y. Code Group Names Benline

Arthur J. Benline, vice president of the Building Officials Conference of America, has been appointed technical director of the New York State Building Code Commission. He is taking a leave of absence as Manhattan superintendent of New York City's Department of Housing and Buildings. He succeeds Albert P. Backhaus who had been on leave from his position of principal building engineer of Maryland.

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A-21 Adjustable Model

For cabinets with drawer on bottom. Adjustable in width (12 1/2" to 17 1/2"). Minimum dimensions: Inside depth 21", door height 18", door width 12 1/2".

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UD-22 Under Drawer Model

Two sizes 15" or 18" for converting steel cabinets with drawer on top into appliance cabinets. Adjustable in length. Minimum door height 20".

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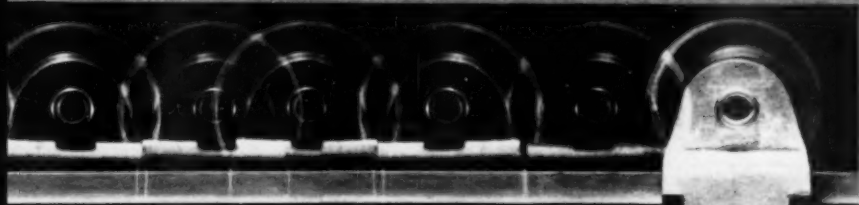
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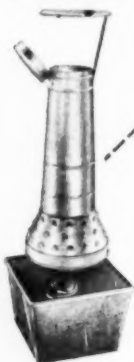
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Many "extra features" are incorporated into today's homes to attract prospects, make sales. A Scott lawn is the standard of perfection known to everyone because it adds so much to the final appearance of any home . . . it's a natural *plus value* that's in step with the outdoor living atmosphere wanted today. You can furnish homes with a beautiful carpet of Scott's velvety turf for very little, if any more, than ordinary lawns.

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FALL IS AN IDEAL TIME TO GET *Scott's* LAWN PERFECTION

210

Association News, cont'd

Health Board O. K. Required For Massachusetts Projects

It is now a Massachusetts state law that all subdivisions must be approved in writing by the local board of health in regard to water supply, sewage disposal and drainage before the planning board can give approval, reports the Master Home Builders Association of Worcester. Subdivisions previously approved but not yet placed under construction are also subject to the new statute.

The association held one of its largest dinner meetings May 12, with 190 members in attendance. John E. Mitchell, loan guaranty officers of the VA Boston office, reported that his agency had had 97 foreclosures so far this year, of which only one was in Worcester County.

First Prize for Minneapolis



EVERYBODY'S HAPPY about National Home Week awards won by Minneapolis Home Builders Association in *American Builder's* 1951 contest. Receiving scrolls at recent association meeting are J. E. Boran, left, 1951 Minneapolis president, and Harold R. Rosendahl, center, last year's home week committee chairman. Making the presentation is American Builder architectural editor Arthur V. Hansen. Minneapolis took first prize in the contest's Group 1, for associations with more than 250 members.

'Shop Talk' Series Launched By St. Louis Association

The Home Builders Association of Greater St. Louis has launched a series of bi-monthly "shop talks," in addition to regular monthly meetings, president Clinton R. Schattgen reports.

Schattgen said he felt that the local job problem meetings would prove of special value and interest to small volume and larger custom home builders, which together make up "the bulk and backbone of our membership." Attendance will be restricted to builders and their superintendents and foremen.

(Continued on page 214)

AMERICAN BUILDER

A HIT IN LUXURY HOUSING...



Colony Apartments—rent \$275 per month

NOW IN LOW-COST HOUSING...



Morningview Apartments—rent \$97.50 per month

Akron Builder Uses

Thermopane IN EVERY WINDOW!

Heslop Building and Realty Company built its deluxe Colony Apartments several years ago to rent at \$275. They glazed them throughout with *Thermopane*[®] insulating glass. It proved so popular that they wanted this feature in their new two-suite, five-room apartments, now being built to rent at \$97.50. Read what J. W. Heslop says about it.

"Here's why we can afford it. We use the panel window system throughout. Only two standard sizes of *Thermopane* insulating glass are used—one for fixed lights and one for ventilating units. Frames come to the site assembled, weather-stripped, glazed with DSA *Thermopane* and with complete hardware. The carpenter simply nails the window frame and four strips of trim into place. Everything is standard.

"Our experience with the more expensive apartments made us want the powerful sales appeal of *Thermopane* insulating glass in our new ones. The panel window system and standard DSA *Thermopane* sizes made it possible."

Why not get full information now on this economical way to give your prospects, tenants or buyers, the long-term benefits of *Thermopane* in every window? Mail the coupon for full information and complete detail sheets.



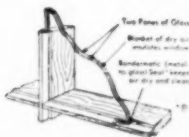
Living rooms of new two-family apartments have windows of four DSA *Thermopane* units. Bedrooms have strip windows one unit high and three units wide. These apartments are equipped with sure-fire sales features—nationally advertised electric ranges, washers, dryers, dishwashers. Plus *Thermopane* in all windows!

Architect: Firestone & Cassidy, Akron



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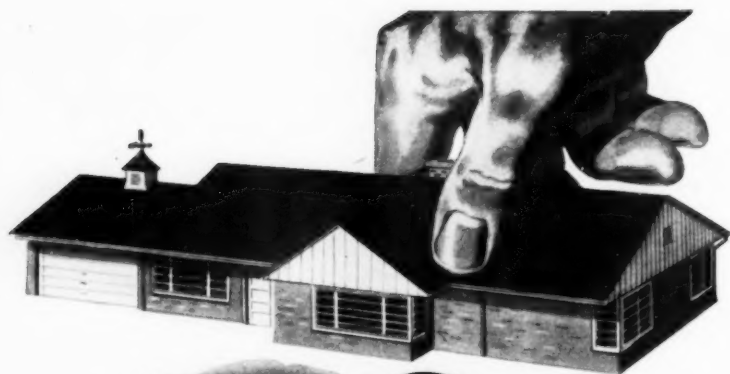


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You have a right to be proud of those modern houses you are building, but what about the basements? Do they have beautiful walls and floors? Do they contain waterproofed cements that assure a dry basement for years to come? Yes, within your hands lies the possibility of creating beautiful, dry basements for home owners . . . basements that will thrill them as they see the possibilities of a lovely recreation room . . . a bright laundry . . . or a playroom!

The cost is much less than you would expect. Simply use Medusa Portland Cement Paint for the walls. Made by the cement company

that first developed and patented cement paint, this superb masonry paint when properly applied is renowned for its beautiful, non-peeling finish. On the concrete floors, apply Medusa Rubber Base Paint, the paint that "bounces off wear" and stays new indefinitely. And above all, use Medusa Waterproofing Cements, gray or white, or Medusa Waterproofing Paste or Powder for all concrete and mortar work. You will be proud of the results. For details on Medusa Products for basements, contact your nearest sales office.

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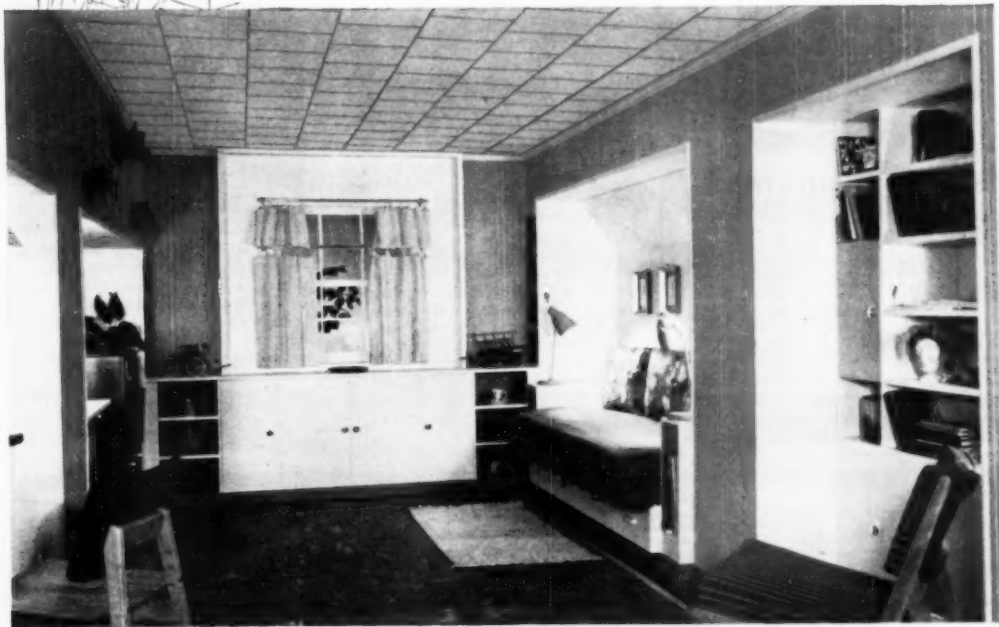
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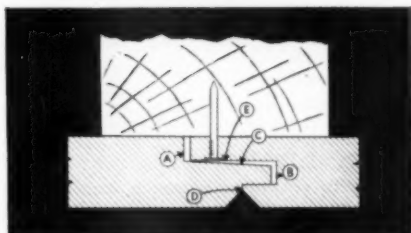
This attractive room was built in wasted attic space. Walls are J-M Plank in Buckskin Tan. J-M Ceiling Panels are Ivory. Notice the broken-joint ceiling treatment which saves time in application.



Flame-resistant finish at no extra cost!

It's so easy to build a beautiful room like this with J-M Panels and Plank! Their rich new colors and flame-resistant finish (no extra cost) open up big, new opportunities for interior remodeling sales—both in the home and commercial buildings. The J-M *Glazecoat* finish is smoother, harder and more durable than ever before. The famous J-M Lightning Joint which speeds application and conceals fasteners gives you additional advantages—see diagram.

J-M Wall Plank comes in Ivory, Antique Green, Dust Rose and Buckskin Tan—J-M Ceiling Panels in White and Ivory. Johns-Manville, 22 E. 40th St., New York 16, N. Y.



Cross section of J-M Lightning Joint. Notice the spaces at A and B to provide for expansion and contraction... the tapered edge of the tongue C to facilitate joining... the square-corner edge D to make alignment easier... the large nailing area E for concealed nailing or stapling.



Johns-Manville

WHY PUT UP WITH THIS



WHEN YOU CAN OPEN DRAWERS LIKE THIS

Fingertip drawer operation—so easy to achieve on built-ins with...



MAKES HOMES SELL FASTER!



Five styles. Roll-eaz consists of durable plastic rollers mounted on steel pins and frames.

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Association News, cont'd

11th New England Chapter

May Be Opened in Stamford

The New England Council of Home Builders Associations, which is operated like a state organization, but serves all six New England states, may soon add its eleventh chapter.

Possible formation of a new association to serve the Stamford, Conn., area was discussed at the quarterly meeting of the Council May 8 in Boston. Comprising such rapidly expanding centers as Greenwich, Stamford, Darien and New Canaan, the region has more than a dozen active builders who are members of the National Association of Home Builders, according to Clark B. Sundin of Worcester, Mass., NAHB regional vice president.

NAHB President Alan E. Brockbank, a guest at the meeting, sharply rapped both major political parties for asking a national public housing group to write their convention planks on housing, while ignoring the building trade associations.

"I wonder how we can get so far down the ladder that we are not even consulted," he said. "We've got to insist that private enterprise gets a word in on these housing planks."

Albert B. Cole, council president

of Hingham, Mass., conducted the meeting at which tentative plans were made to sponsor an annual banquet each fall. Arthur Boyer, first vice president, of Springfield, Mass., was appointed as chairman of the newly formed resolutions committee.

Member Drive Nets 101



FOR OUTSTANDING WORK in recently-completed two-week membership drive, which added 101 members to roster of Home Builders Association of New Orleans, Al Saucier (right), campaign chairman, is awarded plaque by association president Fred C. Loucks. Ceremony took place during New Orleans group's annual "Spring Fiesta."

(Continued on page 216)

GENERAL L.K. MODEL R-570

GENERAL MODEL RS-1004

SAVE DOLLARS... SAVE SPACE with the NEW General Kitchens

A COMPLETE KITCHEN: REFRIGERATOR, COOKING-TOP, SINK
Has horizontal freezer, 9 ice-cube trays, inner door shelf. In 27½" combines refrigerator, sink, storage drawer and 3 gas burners adjustable to natural or bottled gas. Also available with electric burners for 220 v. or 110 v.

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WIREMOLD ANNOUNCES PLUGMOLD 2000

**ONE Plugmold Raceway For THREE Wiring Services
Faster to Install, Easier to Install, Cheaper to Install**

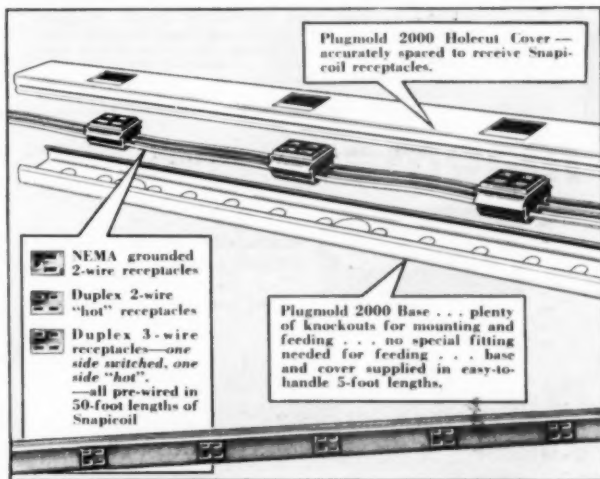
PLUGMOLD 2000 has been tested in all types of construction

Proved best method yet devised for providing unlimited convenience outlets for homes, business, industry.

Here—for the first time!—is a single raceway for all 3 services! Plugmold 2000 is Wiremold's new, improved raceway base and cover assembly designed to accept Snapicoil with NEMA grounded receptacles, 2-wire "hot" Duplex receptacles, or 3-wire Duplex receptacles with one side switched and one side "hot".... For homes, office buildings, factories, stores—for new construction or the modernization of existing buildings—Plugmold 2000 has proved itself to be a far better, more modern way of providing more convenience outlets, more conveniently located. With Wiremold's famous Snapicoil pre-wired receptacles, Plugmold 2000 saves time and labor costs, because 3 simple steps complete any Plugmold 2000 installation.

PLUGMOLD 2000 is EASY to install!

Required lengths of Plugmold 2000 base are mounted in one continuous run. The proper Snapicoil pre-wired receptacles are quickly snapped into the raceway cover. Then the cover, with receptacles all inserted, is snapped into the base. A few simple fittings complete the job!



ARCHITECTS and BUILDERS WELCOME PLUGMOLD 2000

Whether you're building new homes, factories, office buildings, stores, a hotel, any other new building... or modernizing existing buildings, Plugmold 2000 enables you to provide unlimited convenience outlets. That makes a more desirable home or building! Plugmold 2000 is faster, easier, cheaper to install. It saves time and labor costs... no pre-engineering of the job is necessary, the installation is made in a continuous run, and cutting and fitting are reduced to a minimum.

Write today for new FREE PLUGMOLD 2000 Book!

Tells the whole Plugmold 2000 story!... shows the many applications of Plugmold 2000... shows how easy it is to install, and how easy it is to specify and order Plugmold 2000 in units.

THE WIREMOLD COMPANY
HARTFORD 10, CONNECTICUT

**WHEN YOU
SELL
STORE
FRONTS**



GET THAT EXTRA PROFIT BY SELLING

MARMET
ALUMINUM COVERED
DOORS Too!

MARMET ALUMINUM COVERED DOORS satisfy the demand for sturdy, neat appearing, quality and economically priced metal, wood core doors for use in commercial and institutional buildings . . . packaged complete with butts, pivots, locks, push bars, metal frame covering. Ask for specifications and complete details.

Other Marmet Products . . . MARMET ALUMINUM WINDOWS for glass block construction (ribbon windows, monumental windows, church and chapel windows, casement and projected windows, residential picture windows, custom windows) . . . MARMET WALL OF WINDOWS, completely fabricated as a unit ready to install . . . MARMET GLASS BLOCK VENTILATORS lower blocks . . . picture windows. Write for complete information today.

MARMET Corporation

WAUSAU
WISCONSIN

Bostwick

**DIAMOND-MESH
METAL LATH**

MORE MESH PER SHEET



**HOW TO GLAMORIZE
YOUR HOUSE JOBS**

• Use Bostwick metal lath, corner bead and casings . . . the same stuff we sell you for schools. Metal Lath has multiple uses: Straight or curved surfaces, tile setting, fire hazardous areas, reinforcement, two-inch solid partitions, etc. You also have fewer dimensional limitations with metal lath. So get in touch with your Bostwick Dealer. He has closer contact with his metal lath factory than does any other dealer. Or write for our "fall-line" catalog.

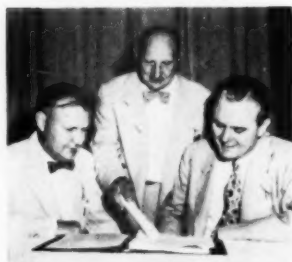


the Bostwick steel lath company

107 Heaton Ave., New Ohio

Association News, cont'd

See! 35 New Members



SURPRISE FOR JOHN DICKERMAN (right) on his recent visit to Home Builders Association of Greater Cincinnati was news that the Ohio group had signed up 35 new members in a two-week "flash" drive. Showing how it was done are Harry M. Adnee (left), Cincinnati president, and Al Koch, treasurer and membership officer for the National Association of Home Builders, was on hand to deliver an "Inside the Industry" report.

L. I. Builders Score Zoning Changes In Low-Cost Areas

Proposed zoning changes on Long Island, N. Y., if adopted, will force upward the price of a low-cost house more than \$1,000 and upset a growing practice to encourage reasonable development of light industry, the Long Island Home Builders Institute charged at its recent meeting in LaGrange Inn, Babylon, L. I. The criticism was leveled particularly at the town of Oyster Bay, a center of small homes activity, which plans to increase the minimum plot from 5,000 to 7,000 square feet and minimum habitable floor area from 800 to 850 square feet.

Urging the town board to reconsider, a special committee of builders termed the increases as unnecessarily high and "in no way related to the health, safety, morals or general welfare of the community." The projected change, according to the builders, would mean at least \$6 to \$7.50 per month added to carrying charges on \$9,500 to \$12,000 homes, range of the average industrial worker.

"Surveys have shown," the builders said, "that this additional \$6 or \$7.50 a month is sufficient to make it impossible for a majority of such families to acquire homes. When such moderate-income families are denied the opportunity of buying homes in the community in which they work, it is not long before the plea develops that 'private builders are not supplying the needs of moderate-income families and, therefore, we must resort to public housing.' We submit that public housing can and does create an added burden upon all taxpayers."

(Continued on page 218)

AMERICAN BUILDER

whatever you build... whether

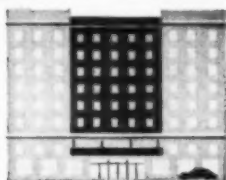


it's a school

...a hospital



...a hotel



a home ...

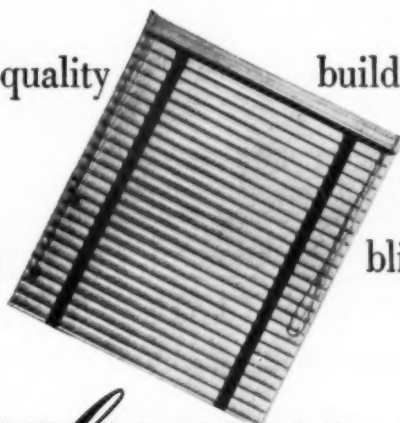


a top-quality

building

deserves the top-quality venetian

blind!



the all-*Flexalum*[®] blind

At last... a venetian blind that gives you positive assurance of lasting quality and precision operation. Every part of the all-Flexalum blind has been designed specifically to meet your building needs: to give you easy upkeep, longer wear, fool-proof operation, lowest maintenance costs.

Flexalum tapes, cords and tassels are re-inforced plastic... easy to clean, durable, decorative. They won't fade, fray, shrink or stretch.

Flexalum slats are spring-tempered aluminum... always keep their shape, won't rust, chip, crack or peel. **Flexalum mechanism** is friction-free, permanently lubricated, fool-proof.

Greater versatility — cords can be placed where most convenient.

Head-rail can be extended to accommodate draperies without extra hardware.

Write for name of Flexalum manufacturer nearest you and complete file of venetian blind information: color guides, specification data, detailed scale drawings showing installation requirements and conditions.

Hunter Douglas Corporation Dept. B, 150 Broadway, New York 38, N. Y. In Canada: Hunter Douglas, Ltd., Montreal, Que.

SEPTEMBER 1952



PARKS PLANERS

20" THICKNESS PLANNER

The Parks No. 20

A modern designed, low-priced, high-speed 20" x 6" planer that meets the surfacing needs of every type of wood-working shop. Ruggedly built for vibrationless operation—ensuring quality work, increased production and low operating costs. Provides two feed speeds—20 and 40 F. P. M. and 40 and 80 F. P. M. Four-knife cutthroat has speed of 3600 R. P. M. Complete descriptive literature on request.

Also Available
12" THICKNESS PLANNER

A compact, heavy-duty 12"x4" machine that offers precision and ruggedness at low price. Literature on request.



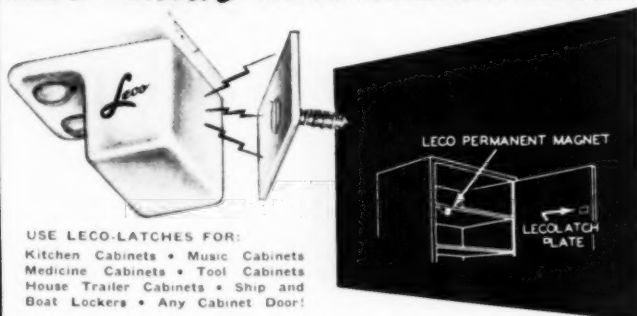
The **PARKS WOODWORKING MACHINE COMPANY**

Manufacturers of Quality Woodworking Machines Since 1887

DEPT. 30-W, 1546 KNOWLTON STREET, CINCINNATI 25, OHIO

ADDS THAT EXTRA QUALITY TOUCH!

Leco-latch with the PERMANENT MAGNET!



USE LECO-LATCHES FOR:

Kitchen Cabinets • Music Cabinets
Medicine Cabinets • Tool Cabinets
House Trailer Cabinets • Ship and
Boat Lockers • Any Cabinet Door!

Lasts forever—nothing to get out of order. Works perfectly—even if doors sag or warp. Doors open easily—without snap, noise or jerk. Holds door in place firmly, yet gently. Easily installed. Improves appearance.

NATIONALLY ADVERTISED—In Better Homes & Gardens, House Beautiful, Sunset, Popular Mechanics.

Adding Leco-Latches is the easy way to add extra sales appeal to that next new home you build!

For literature, prices and name of distributor, write

LABORATORY EQUIPMENT CORPORATION

ST. JOSEPH 15, MICHIGAN

Association News, cont'd

A major portion of the meeting was devoted to a discussion of steam and hot water heating systems. Robert Ferry, general manager, Institute of Boiler Manufacturers; Thomas Lewis of the United States Radiator Corp. and J. B. Pierce, chairman of the Technical Committee for Radiant Heating, were among the speakers.

Approximately 200 members and their families spent June 27-29 at Montauk Manor, resort hotel at Montauk, L. I., for a week-end of fishing, swimming, golf and dancing. James Graham, vice president of the institute, arranged the party.

Material Distributors Open Chicago Offices

The National Building Material Distributors Association has announced the opening of new offices in Chicago and appointment of S. M. Van Kirk as secretary-manager.

Van Kirk was formerly assistant manager of the Insulation Board Institute. Earlier, he was in the sales department of United States Gypsum Co. He joined the insulation board group after Army service as an officer in the Corps of Engineers.



S. M. Van Kirk

Officers of the association are John P. Ashton, Des Moines, president; Art E. Lundgren, Tacoma, vice president; and Harold W. Sparks, St. Louis, treasurer.

These four major association functions were listed by the officers:

(1) To increase volume sales of products handled by wholesale building material distributors; (2) to gain increased recognition for the distributors; (3) to raise the value and efficiency of the services of distributors; and (4) to remove obstacles which affect economic efficiency and establish objectives which will promote orderly competition.

Detroit Builders Aid College Loan Fund

A grant of \$400 to the Sigma Lambda Chi student loan fund at Michigan State College by the Builders Association of Metropolitan Detroit has been announced by Edward W. Pratt,

(Continued on page 220)

AMERICAN BUILDER



Valance lighting like this is specified in a G-E living room Light Conditioning recipe to give a feeling of spaciousness and beauty.



Kitchen Light Conditioning recipes call for under-cabinet and over-sink lighting, shown above, to reduce shadows, make work easier.



General Electric laundry lighting recipe eliminates glare and shadows over work areas, makes the room seem larger, too.



Shaving is easier when lighting follows the G-E bathroom Light Conditioning recipe. Sunlamps on walls are "extras".

New sales-clincher for builders ... G-E Light Conditioning

LIGHT CONDITIONING in the homes you build gives you a double-barreled sales advantage. First, it offers customers easier, more comfortable seeing, with lighting that's scientifically correct. Second, it shows off every feature of the home to its best advantage—flatters colors, makes the most of design, even makes small rooms seem larger.

Based on lighting recipes developed by lighting experts (see examples above) General Electric Home Light Conditioning has already been adopted by scores of leading builders. These comments from builders are typical:

"Light Conditioning brought out the real beauty and individuality . . . especially at night. From now on, I want

my houses to be Light Conditioned all the way through. It's a real selling advantage."

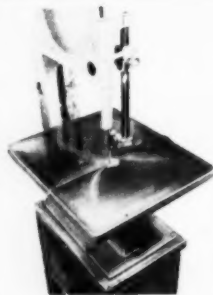
"I noticed that Light Conditioning stopped the visitors to our home. In past years, frankly, nobody even looked at the lighting. Light Conditioning, especially lighted valances, will certainly be in the plans for my future homes."

FREE BOOKLET! Learn how to Light Condition your homes. Write General Electric for full information and a free copy of the Light Conditioning Recipe Book. General Electric, Lamp Div., 166-AB-9, Nela Park, Cleveland 12, Ohio.



You can put your confidence in—

GENERAL  ELECTRIC



New large table

provides greater
working area!

No extra cost!

The new H & A 14K Band Saw
makes work easier, speeds production.

Heavy (20" x 23") grey iron tilting table actually equals in size tables used with much larger saws. Yet cost remains low! Money and time saved, too, through exclusive device which makes blade changing simple, done in a jiffy! All moving parts guarded for maximum safety.

WRITE TODAY! Write for FREE circular,
name of nearest authorized dealer.

HESTON & ANDERSON

Division of St. Paul Foundry & Mfg. Co.
14-3C FAIRFIELD, IOWA

only **ONE** easy Adjustment to
put Men at the Right Height **QUICKLY!**

"TROUBLE SAVER"
ADJUSTABLE
STEEL TRESTLES

- Your men can do more work because they will spend less time in erecting and moving "Trouble Saver" Steel Trestles.
- Only one, easy, positive adjustment—no tools, triggers or gadgets required.
- "Trouble Savers" are made of carbon steel... in eight handy sizes.

Write for literature—giving complete information
on all "Trouble Saver" scaffolding accessories.



Manufacturers of
"Trouble Savers" since 1912

The Steel Scaffolding Company, Inc.

856 Humboldt Street

Dept. AB

Brooklyn 22, New York

Telephone: EVERgreen 3-5510

Association News, cont'd

association president. The fund is earmarked for needy students majoring in the college's Light Construction and Lumber Merchandising course, and is administered by the students themselves.

Sigma Lambda Chi is the first collegiate honorary fraternity organized for students in the residential building and building materials merchandising fields. It was founded at Michigan State in 1949 and now has four other chapters—at the universities of Wisconsin, Florida and Denver; and Virginia Polytechnic Institute.

They Get Up Early in Oregon



6:45 A.M. BREAKFAST proves zeal of new Toastmasters Club formed by Portland Home Builders Association to promote good public relations for the industry. The club, affiliated with a national group, presents the builders' side of the picture by furnishing speakers to luncheon groups, women's clubs and other civic organizations. It has 29 members, chairmanned by Jack Austin. Representatives of other clubs come to coach at the monthly breakfast meetings.

Raise Building Permit Fees, Des Moines Builders Urge

Full support of a 100 to 200 per cent increase in city fees for building permits was pledged by the Home Builders Association of Des Moines in a recent statement by T. R. McNeal, president.

The group is urging an even sharper increase in such fees, McNeal said, in order to pay the way for more adequate inspection services and a stricter safeguarding of the city's housing standards.

Neal said the builders' policy had been defined in a series of meetings, and had been expressed to city officials.

New Officers Named by Greater Eastbay Group

Scott W. Bonds of El Cerrito was elected president of the Associated Home Builders of the Greater Eastbay (Calif.) at a recent meeting in Oakland. He succeeds Fred F. Chopin and will serve for the 1952-53 fiscal year.

Elected with Bonds were Albert G.

(Continued on page 222)

AMERICAN BUILDER

SOLD! SOLD!

Upson Ceiling Tiles Continue Upward Climb!

Washable Feature Proves To Be Great Sales Maker

Lockport, N. Y.—Tremendous acceptance accorded Upson Ceiling Tiles, both by the trade and home owners, proves conclusively that this product fills a long felt market need, lumber dealers everywhere agree.

The washable surface, smart appearance and ease of installation have all contributed to the growing demand for this product, an inquiry reveals. The new tiles are 12 inches square, made of 6 ply laminated board, with surface edge beautifully beveled.

Toughness of material used and application with matching color pins overcomes the complaint of loosening and sagging so prevalent in ordinary tiled ceilings.



Modern charm and a durable, washable ceiling of Upson Ceiling Tiles characterizes this suburban railroad station in New Jersey.

Armstrong Praises Merchandising Job on Upson Panels



T. R. "Ted" Armstrong
Vice President
Huttig Sash & Door Co.

Huttig Sash & Door Company, now in the 67th year of operation, is now rendering an expanded service to lumber dealers in an eighteen state area, the Middle West, south and southeast. In this area, there are twelve Huttig

Houses, stocking a wide variety of millwork and building products. Part of the millwork requirements of these wholesaling operations are supplied by two Huttig subsidiary manufacturing plants, located in the Far West.

"Our reputation with our lumber dealer friends," says T. R. "Ted" Armstrong, Vice President and General Sales Manager, "depends upon our ability to furnish them the very best available products.

"In our opinion, Upson products have for years been the finest of this type of building materials. Actually, we feel there is no competition with Upson in that field of products. Our 'hat is off'

STRIATED PANELS CHOSEN FOR CONTRASTING WALLS



Decorators, quick to adopt the popular principle of contrasting walls, are showing unusual interest in Upson Striated Panels. In the modern room pictured above, Chinese Modern paper has been applied over a full-wall size Upson Strong-Bilt Panel. The ceiling is waterproofed and washable Upson Ceiling Tiles. Unusual interest and charm is created by use of Upson Striated Panels on the remaining wall.

To the Upson Company for their excellent job of merchandising which has elevated this material to its rightful place as a high quality building material."

Ideal Bulletin Boards Made From Upson Panels

More reports are being received of schools using Strong-Bilt Panels as bulletin boards. The panels are framed and hung like blackboards. Such boards will not pock after continuous use and can be repainted as desired.

Now—the P-Bomb!

When a ton of plaster ceiling in the Police Athletic Boys' Club in Philadelphia fell recently, policemen and detectives, two stories below thought a bomb had fallen. Luckily, no one was injured.



Upson Offices Flooded With Inquiries

Can it be a new interest in home modernizing? Or a rush to buy improved new products? Anyway, hundreds of inquiries from Upson national advertising pour in to Lockport every day. Each is forwarded to a dealer for follow-up.



Newly completed plant of Huttig Sash & Door Company of Charlotte, North Carolina.

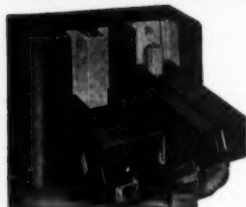
THE
UPSON
COMPANY



World's Largest Maker
of Fibre Wall Panels

819 Upson Point, Lockport, New York

The Milwaukee Combination SASH BALANCE and WEATHERSTRIP



Available with or without bronze covers that completely hide spring, as shown above.

**PERMITS REMOVAL OF
SASH WEIGHTS, INSULA-
TION OF MULLIONS.**

Slash Labor Costs

Simple installation allows one man to easily install 50 or more windows in 8 hours. No high-priced skilled labor needed. This means you can get more satisfied customers at lower cost — higher profit!

Tops in Operation!

Smooth, positive action; accurate balance; fingertip control plus the perfect seal against draft, dust, moisture. No wood-to-wood contact. Prevents sticking windows and window rattle.

**EFFICIENT
LOW
COST**

**TESTED...
APPROVED...
ACCEPTED!**

**FOR OLD
OR NEW
BUILDING**

ATTENTION MILLS AND LUMBER YARDS
IDEAL FOR PRE-FIT WINDOWS

Can Also Be Sold in Single Unit Packages

Mail this coupon today!

Milwaukee Strip Service, Inc.
4621-23 W. Lisbon Ave.
Milwaukee 8, Wisconsin

Please rush me folder A-9 and price list of Milwaukee Combination Sash Balance Weatherstrip.

Name _____
Address _____
City _____ Zone _____ State _____

I am (please check) Building Contractor ☐
Lumber Yard ☐ Installer ☐

Association News, cont'd

Lockwood, Oakland, vice president, and Dan Bodily, Niles, secretary-treasurer. New directors are William Freeborn, Oakland; Dean Morrison, Oakland; Theodore Peterson, Diablo; McKie Roth, Lafayette; and Sol Scherman, Oakland.

John I. Hennessy continues as association executive vice president, a position he has held for the past four years.

Downpayment Bond Plan Spreads to New Jersey

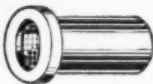
The \$100,000 bond to protect buyers against possible misappropriation of their downpayments, a confidence-building action recently introduced by the Chicago Metropolitan Home Builders Association, has been adopted by the Home Builders Association of Metropolitan New Jersey.

The coverage applies to all members wherever they operate and without extra assessment, according to an announcement by Richard D. Hudson, president. Members are said to comprise about 90 per cent of the larger building companies in Essex, Morris, Union and Middlesex counties.

Raymond E. Hanly, president of the New Jersey Home Builders Association, viewed the plan as a precedent which might soon be followed by the seven other local home builder associations in the state.

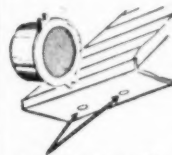
Be Safe

from
**Moisture
Damage**



**Install Damp-Vent Now
Year-Round Protection**

Are you troubled by peeling paint — sweating or discolored walls? Stop it with DAMP-VENT — a breathing unit which allows exchange of air without free circulation. When you install DAMP-VENT in your home you know you are protecting your property from the many costly ravages due to moisture collecting inside the walls. Easily installed — drill $\frac{1}{4}$ " hole in exterior siding and press DAMP-VENT in — that's how simple it is! Precision tapered body insures tight permanent fit. Made of aluminum or Tenite plastic.



CORNICE VENTILATOR

Keep attics cooler in summer. Reduce moist air. Install—drill 2" hole. Tapered body fits tight. Aluminum with fine copper insect screen.

DAMP-VENT

will not:

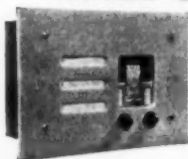
- rust
- clog
- deteriorate

has insect screen and rain block withstands all weather conditions.

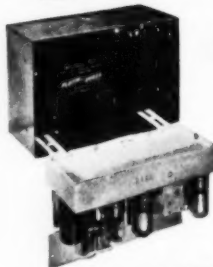
Write about dealer and distributor openings.

DAMP-VENT CO.
P. O. Box 203
Bettendorf 1, Iowa

BUILT-IN RADIOS WILL SELL YOUR HOMES!



- Fits in Standard 4" Partition
- Approved by Underwriters' Laboratories
- As easy to install as any Electrical Receptacle Outlet.



LOW COST!

Retail Price only \$34.95 plus installation.

Special Trade Prices on Request

Panels Extra: Masonite \$2.45. Plastic Colors \$4.45.

Specifications on Request.
Territory franchises available to qualified jobbers and dealers.

FLUSH WALL
RADIO COMPANY

Dept. AS, 1012 Cleveland Street, Clearwater, Florida





R_x for Good Windows

This 60-bed privately owned hospital is completely modern — in design, materials and equipment. Everything possible has been planned for the patient's welfare — and at the same time offset today's high operational costs.

Lupton "Master" Aluminum Windows play a major part. Their attractive appearance would be enough to recommend them — but they offer far more than beauty. The aluminum frames will never need painting. Ventilators will always operate freely and easily, never get paint clogged.

Open-in ventilators at the bottom direct air to the ceiling — no drafts can strike the patients. The main ventilators open out, act as a weather shield.

Screens are clipped right to the windows, installed from within the building. Window cleaning is an inside job too.

Initial cost is moderate — but when you figure exceptional long life and no maintenance, you'll find Lupton "Master" Aluminum Windows the most economical buy you can make. For complete details see the local Lupton Representative — or write direct to us.

MICHAEL FLYNN MANUFACTURING CO.
700 East Godfrey Avenue, Philadelphia 24, Penna.
Member Metal Window Institute and Aluminum Window Mfrs. Assoc.

LUPTON

METAL WINDOWS



The Olney Hospital & Lawncrest Diagnostic Clinic, Philadelphia, Pa. Lupton "Master" Aluminum Windows are used throughout this new private hospital. Another modern feature planned by the architect, Henry S. Berg of Philadelphia, is the lack of interior stairs. Gently sloping ramps lead between the floors. Transfer of patients is quick and simple without the expense of an elevator.



...for suburban homes
beyond the water mains.



Multi-Stage,
Deep Well Jet

F&W Deep Well Pump Gives Greater Capacities at Greater Depths

► For deep well service F & W Water Pumps bring your customers exclusive advantages that mean better performance and greater dependability at lower cost. For instance the patented automatic control valve keeps pump at top efficiency throughout its pumping range. And the patented F & W "Speedi-change Rotary Seal" permits pump servicing without disconnecting pipe lines or disassembling pump. Add to these F & W's "matched engineering"—the perfect balancing and blending of all parts in the design—and you get more depth and capacity per dollar! Specify F & W... there's a pump for every need.

F & W Means Flowing Water by
FLINT & WALLING MANUFACTURING CO., INC.
966 Oak Street, Kendallville, Indiana

F & W VARIJET
Shallow Well Pump
Pumps 40 to 70% more
water, yet reduces power
consumption, an exclu-
sive F & W patent!



F & W Multi-Purpose
Jet Pump
Change from shallow well
to deep well at no extra
cost, by moving jet off
pump down into well.

Send for F & W Data
Book No. 290 for your free



Terrazzo Panels Give New School a Distinctive Finish

ARCHITECT:
Maxwell C. DeWar

GENERAL CONTRACTORS:
Christensen & McDonald
(Both of Edmonton, Alberta,
Canada)



Modern throughout in planning, Canadian high school presents trim lines, handsome white facing

One of Canada's most modern educational plants, the new \$3 million Victoria Composite High School in Edmonton, Alberta, features a new type of exterior finish—precast panels of white terrazzo-vermiculite concrete—that is creating much interest among architects and builders because of its adaptability for distinctive treatment.

The panels are fabricated of white terrazzo and white cement, 1½ inches thick, with a back-up layer of vermiculite concrete (1:6 mix) of the same thickness. All precast to order, they were applied over exterior walls of brick and tile.

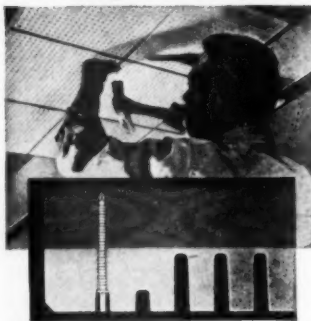
By using vermiculite aggregate instead of sand, three things were accomplished, according to Maxwell C. DeWar, Edmonton architect who designed the school: the panels could be precast in sizes as large as 8x8-feet; nearly 1,000 pounds of dead load were eliminated on each 8x8 slab; and the total insulation value of the wall was doubled by using

(Continued on page 226)



Terrazzo-vermiculite concrete panels seen close-up. Note carving at right

ACOUSTICAL TILE NAILS ... designed for the job



When installing acoustical tile choose a job-designed nail that combines ease of application with these special features: a head end which allows the nail to be driven home without damaging the tiles ... a collar which holds the tiles firmly in place...annular threading which gives superior holding power. The nails are furnished with a plated finish to prevent rust streaks where moisture is present. Send for free samples and descriptive literature.



JOHN HASSALL, INC.

182 Clay Street
Brooklyn 22, N. Y.



Here's QUICK HEAT

to lick
High Humidity
in Fall
Building
Simplex
PORTABLE

HOT BLAST HEATERS

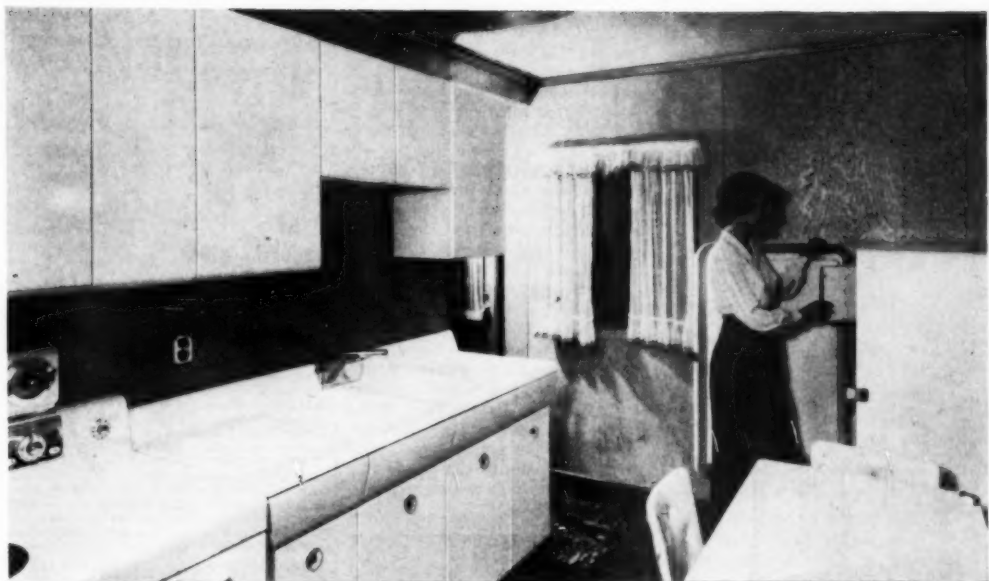
This handy heater will more than save its cost in speeding up construction for you! Licks humidity and condensation in Fall construction—for faster drying of plaster, paint, varnish... prevents freeze-ups and aids worker comfort, too, for Winter work. Saves both time and labor.

The Portable, HOT BLAST generates an intense blue flame, smokeless, sootless, on a mixture of kerosene and compressed air—like a blow torch. Completely safe. Automatic Shut-Off Control stops fuel supply if flame goes out. Lightweight, sturdy, easily portable. Also available with wheels.

See your Builders' Supply Dealer, or write for details and prices.

WESTERN METAL SPECIALTY CO.

Dept. AB-9, 1211 N. 62nd St.,
Milwaukee 13, Wis.



Step-saving kitchens

help to make Gunnison a lot of home for a little money

● GUNNISON HOMES are noted for their step-saving, time-saving, and work-saving kitchens. Women are amazed at how quickly they get their work done . . . how much extra time they have for other things.

There's a reason for this. The whole room was designed for convenience. You can reach every work center with just a few steps.

Gunnison Homes have the finest kitchen equipment. Built by American Kitchens . . . styled by the famous industrial designer, Raymond Loewy.

There's plenty of cabinet space in rugged steel units with sparkling baked enamel finish. The smooth rounded contours and streamlined appear-

ance fit perfectly with modern kitchen appliances. Double-action spring hinges on cabinet doors, quiet, gliding drawers, and a "giant-size" double-bowl sink are all there to save time and work.

Outstanding kitchen equipment is but one of the many desirable features of Gunnison Homes. Notice the others listed below. Only Gunnison offers so many wanted features in a home at such a moderate price.

GUNNISON HOMES, INC., NEW ALBANY, IND.

Other outstanding Gunnison features

- New Perimeter heating system
- Mor-Sun automatic gas or oil furnaces
- Beautiful exteriors
- Flush panel doors
- Fenestra steel windows
- Thermo-Pane window walls
- Permaglas hot water heaters
- Washable Mellow-Tone interior walls
- Ceiling-to-floor sliding closet doors



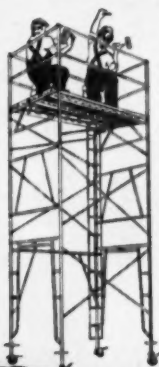
Gunnison Homes

A lot of home for a little money

"Gunnison" — trade-mark of Gunnison Homes, Inc.

SUBSIDIARY OF **UNITED STATES STEEL CORPORATION**

Safety is no Accident!



It's engineered into
SAFWAY
maintenance towers



Only Master Welders work on SAFWAY Equipment

Interchangeable parts constructed by safe, strong, life-time welding of high carbon tubing.



All SAFWAY Equipment Treated with Rust Inhibitor

Maintains accurate fit of parts and fasteners to assure safe, rigid maintenance towers.



Enamel is Baked on All Surfaces, Inside and Out
Improves appearance of equipment—helps insure lasting fit of parts and long life.



All SAFWAY Equipment is Engineered to Last

With only routine care, Safway equipment will deliver a life-time of safe, efficient service.

Write for this Free Bulletin

**RENTED and SOLD
by distributors everywhere**



SAFWAY
STEEL PRODUCTS, INC.

6221 West State St.
MILWAUKEE 13, WISCONSIN

Tubular Steel Scaffolding and Equipment

(Continued from page 224)
the 1½-inch layer of insulating concrete.

The facing combines beauty, flexibility and economy with a modern approach, DeWar said. The large panels and wide jointing give the building a clean-lined exterior that is handsome and individual; and where special ornamentation was desired, the terrazzo could be carved. Total cost of the panels installed was approximately \$1.70 per square foot.

Framework of the building is structural steel columns and beams with steel joists for second floors and roofs. The school is fireproofed throughout with vermiculite plaster. Interior walls on corridors, stairways and permanent locations are glazed brick dado, tile and plaster. Classroom partitions are staggered wood studs and plaster to allow for future expansion or construction of classroom sizes.



Home economics room has latest kitchen equipment, acoustical plastic ceiling, fluorescent lights

An eight foot module was used to secure flexibility in planning for both present needs and future changes. This also proved economical in the use of materials and column spacing.

Floors are concrete fill over structural slabs, finished with linoleum in classrooms, rubber tile in laboratories, asphalt tile in other locations, and terrazzo in corridors, lavatories and on stairways.

The roof deck is vermiculite insulating concrete over expanded metal lath on bar joists 24 inches O.C. The concrete is covered with a built-up roof of pitch and gravel. Flashing is copper.

Fenestration is wood sash in wood frames with double glazing in classrooms; stainless steel casings in entrances; and solar glass in the south windows of the home economics department. The bottom quarter of all windows opens inward on hinges.

Seventy-five per cent of the ceiling area is acoustically treated with fire-proof vermiculite acoustical plastic.

(Continued on page 228)



**Now, Buy
Only PAINT
that is
Fresher
than
Fresh—**

**At
Dealers
Giving**

**Red Devil
PAINT CONDITIONING
SERVICE**



**No. 30 RED DEVIL
PAINT CONDITIONER**

Thousands of paint and hardware dealers from coast-to-coast enliven every can of paint they sell on an electric RED DEVIL PAINT CONDITIONER. Automatically this machine gives 700 shakes a minute—placing the pigments in full solution with smooth creamy consistency and perfect color distribution. "Conditioned" paint needs no stirring on the job, is easier to apply, and covers longer.

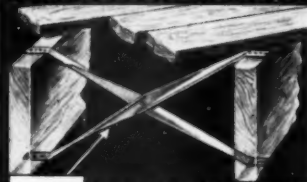
RED DEVIL PAINT CONDITIONERS are also used in industry and trade for mixing of other fluids, etc.—information on request.

RED DEVIL TOOLS, IRVINGTON 11, NEW JERSEY, U. S. A.



Putty Knife • Roller Painter • Paint Mixer • DEALERS: Sand for
Wall Scraper • Carbide Scraper • Deals, tools, etc.

**CUT
BUILDING COSTS!**



**Bridge Wood Joists the
FASTER... BETTER
Money-Saving Way**

**WITH NEW
Metal
Easy to
Install**
**CHAN-L-CROS
CROSS BRIDGING**

Chan-L-Cros is an advanced method of bridging wood joists that provides greater floor strength and cuts building costs. It reaches you ready for quick, easy installation—speeds construction because it eliminates sawing and fitting of wood. This greatly reduces time and costs—increases the contractor's profit!

**Other Advantages That Make
Chan-L-Cros Better**

It distributes a concentrated load to adjacent joists to prevent deflection of beams by the practical application of the principle of tension. It is flexible enough so that joists off required centers can be fastened just as securely as those precisely placed provision for nailing meets requirements of all building codes—does not interfere with laying of subflooring—cannot separate from joists when under load or as lumber shrinks.

Chan-L-Cros is available in sizes for 8, 10, and 12 inch joists—suitably finished to resist rust. It is also recommended for construction of arched ceilings.

Write for Complete Data!

JUNIOR-PRO PRODUCTS CO.
3206 Morganfield Rd., St. Louis 10, Mo.

AMERICAN BUILDER

SCR brick^{*} -biggest homebuilding news of the year ...everybody's talking about it...

"SCR brick" HOMES ARE BEING BUILT EVERYWHERE

Here's why -

- ▶ Builds solid brick homes at a cost equal to frame.
- ▶ Saves time and materials.
- ▶ Builds warm, dry walls.
- ▶ Provides premium beauty.
- ▶ Meets construction requirements of FHA and all national building codes for 1-story residences.



"SCR brick" home, Seattle, Wash.

Bell & Valdez, Builders

free booklet

"HOW TO BUILD HOMES THAT SELL WITH THE SCR BRICK" gives full construction details. To get one, just phone or write any one of the offices listed here. We will also welcome your inquiry at our national headquarters. Address Dept. AB-9.

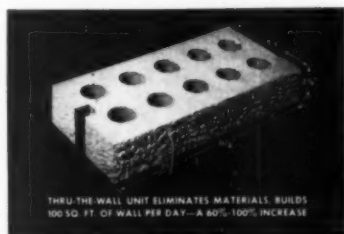
*Reg. TM, SCPRF, Patents Pending



STRUCTURAL CLAY PRODUCTS INSTITUTE

1520 18th Street, N.W., Washington 6, D. C.

SEPTEMBER 1952



THRU-THE-WALL UNIT ELIMINATES MATERIALS, BUILDS 100 SQ. FT. OF WALL PER DAY - A 80%-100% INCREASE

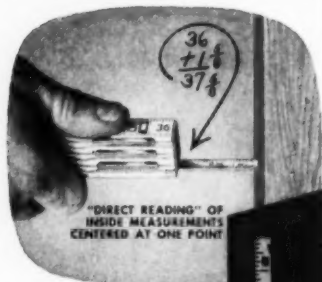
Here's where you can get full information about "SCR brick" in your locality:

STRUCTURAL CLAY PRODUCTS INSTITUTE

- NEW HAVEN 10, CONN.**
341 State Street... Phone 8-1287
- NEW YORK 17, N. Y.**
1949 Grand Central Term... Murray Hill 9-0270
- CANTON 2, OHIO**
306 Market Avenue, North... Phone 5-5329
- CLEVELAND, OHIO**
402 Sweetland Building... Prospect 1-5247
- COLUMBUS 13, OHIO**
81 East State Street... Fletcher 1440
- CHARLESTON 1, WEST VA.**
1330 Kanawha Boulevard, East... Phone 2-6288
- DETROIT, MICH.**
2671 Ewald Circle, Apt. 2... Webster 5-2433
- PITTSBURGH 22, PA.**
807 Standard Life Building... Atlantic 1-6393
- CHICAGO 1, ILL.**
228 North LaSalle Street... Randolph 6-0578
- ST. LOUIS 8, MO.**
4117 Lindell Boulevard... Olive 1155
- JAMES, IOWA**
120 1/2 Welch Avenue... Phone 2442
- COUNCIL BLUFFS, IOWA**
535 East Broadway... Phone 3-8266
- MINNEAPOLIS 4, MINN.**
402 Wesley Temple Building... Geneva 7055
- DENVER 4, COLO.**
116 West 10th Avenue... Acama 6884
- SAN FRANCISCO 3, CALIF.**
55 New Montgomery Street... Sutter 1-7642
- SEATTLE 4, WASH.**
204 Central Building... Eliot 6227
- Clay Products Association of the Southwest
- AUSTIN, TEXAS**
Littlefield Building... Phone 6-2647
- OKLAHOMA CITY, OKLA.**
First National Building... Phone 2-5337
- Southern Brick & Tile Manufacturers Association
- ATLANTA 3, GA.**
1328 Candler Building... Cypress 8076

The "SCR brick" is a new product developed by the Structural Clay Products Research Foundation.

Most versatile folding rule—



"DIRECT READING" OF INSIDE MEASUREMENTS CENTERED AT ONE POINT

NEW STANLEY "100 PLUS" EXTENSION RULE No. X226

You not only take measurements more easily and quickly with this new Stanley Rule, but also due to its construction you do away with chances of errors commonly made with ordinary rules. Read it four ways: (1) Direct reading at one point for inside measurements using slide. (2) Ordinary extension rule for inside measurements. (3 & 4) Reading from either end as regular folding rule.



Add Marking Gauge Features! True square ends and even inch sticks permit use as a marking gauge for measurements in 2" and 4" multiples. And end-to-end measurements in 6" multiples as each stick opens. \$2.65



Look for the "Green Ends" for extra value at your Hardware Dealers

No. 346W 6 ft. "Pull-Push" Rule—Another fine Stanley Rule! Easy-to-read, black numbers on white blade. 98¢

Stanley Tools, New Britain, Connecticut
THE TOOL BOX OF THE WORLD

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

(Continued from page 226)

Light colored glazed tile was used in all corridors to the height of the recessed lockers and in stairways, swimming pool, gymnasium, and other areas subject to hard use. Gang shower rooms and drying areas are completely covered with ceramic tile.

In plan, the building consists of a main section with four large radiating wings. Total floor area is more than 200,000 square feet.

The attractive foyer has interior brick walls, a winding terrazzo staircase with a terrazzo flower box at its base for ornamental plantings, and wall wash lights topped by a fluorescent fixture in the center of the ceiling. This fixture's rose color spreads over the ceiling and effectively sets off the wall washes.

Administrative and student union offices, a library, guidance rooms, science labs, art rooms, and classrooms occupy the main section.

One entire wing is given over to home economics; a second to languages and social studies; a third to recreation; and the fourth to technical and shop training. Each wing can be closed off and used separately; for example, the technical wing can be isolated for night classes and the recreation area, community affairs.



The quality of a house is judged by the interior finish carpentry. Get top prices and reduce house selling costs with READY HUNG DOORS.



THE NEW
DOOR AND FRAME
PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

DEALERS — BUILDERS

Be Sure to Get Your

AMERICAN BUILDER

NATIONAL HOME WEEK CONTEST ENTRIES

on the Way Now

Deadline is October 15th

Please Use Entry Blank on Page 83 August Issue

or Write: Contest Editor, American Builder

79 W. Monroe St., Chicago 3, Ill.



Glued-Laminated
"Ameribeams"
are Scoring Everywhere!

IMMEDIATE DELIVERY

AMERICAN Roof Truss



Est. 1922

1038 East 87th

Chicago

AMERICAN BUILDER

**Here's why
this line of Locks**

appeals to BIG ORDER buyers



When you give consideration to *locks*, you're lucky if your hardware merchant or building supply house handles the SARGENT "4500" line. For those locks, at moderate price, offer you real benefits:

THINK OF YOUR CUSTOMERS. They react favorably to style and appearance. They admire the tulip-shape knobs and the well-proportioned roses of the SARGENT "4500" line.

THINK OF YOUR REPUTATION. You know you can depend on SARGENT quality in material and in workmanship. Customers, too, know the SARGENT name, recognize it, trust it.

THINK OF REPEAT SALES. Friends of your customers are prone to form their judgments about your houses on a number of details. And probably no detail stands out more prominently than locks. The good impression *starts* when prospects are greeted at the front door by a SARGENT "4500" key-in-knob lock.

That good impression is fortified at every door they pass through: by locks on bedroom and bathroom doors; by latches on closet doors. And the rich SARGENT finishes make another favorable impression: bronze, brass or the popular anodized aluminum.

Your mechanics applaud the self-centering rose take-ups. They like the fact that there are just two round holes to bore, and that the boxed strike plate makes a "finished"-looking job. And remember, too, no reinforcement is needed when applying these locks to steel doors.

No one needs remind you that locks are among the most constantly used and most noticeable items of hardware in any house. You know that, and know, too, that the impression they create — favorable, or otherwise — is out of all proportion to their cost. It *pays well* to buy SARGENT "4500" locks.

Ask your supplier or us for complete information about these Sargent Products. Write Dept. 5J.



SARGENT and COMPANY
New York • New Haven, Conn. • Chicago
*Builders Hardware and
Fine Tools since 1864*

SEPTEMBER 1952

VIKON
means
Value...

and
Value
means
BUSINESS!

Vikon Metal Tile is sure-to-please the hard-to-please... sure to delight your most particular clients with its lasting beauty and modest price. Consider these outstanding Vikon features:

- Will not Warp, Chip or Craze
- Resists Heat and Ordinary Household Chemicals
- Fireproof, Waterproof, Seals Against Insects
- Can Be Bent for Corners or Cut to Fit
- Choice of 30 Fade-resistant Decorator Colors
- Economical to Buy and Install
- Approved for Government Installations

STEEL · ALUMINUM · STAINLESS STEEL

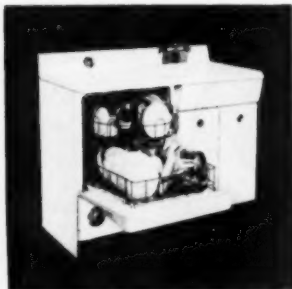
VIKON COLOR TILE
BEAUTY · ECONOMY · METAL · DURABILITY

"The Original
Individual Metal Tile"
Est. 1926

VIKON TILE CORP. WASHINGTON, N. J.

"Roto-Tray" Features American Kitchens' New Dishwasher Line

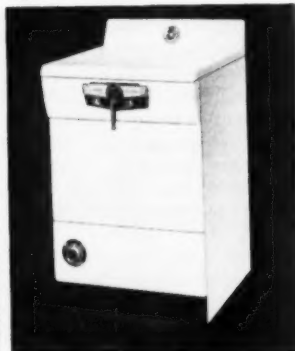
A line of automatic dishwashers, featuring the "Roto-Tray," a circular upper rack which turns freely with the motion of the water for thorough cleansing of each dish, has been introduced by the American Kitchens Division of Avco Manufacturing Corp.



"Roto-Tray" automatic dishwasher in dishwasher-sink combination, Model DW-48. Built on a frame 48 inches wide, the unit has a single bowl sink and a double storage compartment underneath.

Because of the turning action of the Roto-Tray, according to Charles K. Clarke, general sales manager of American Kitchens, every surface of every dish is washed specklessly clean by powerful streams of hot water. Other features include an electric heating element which raises water temperatures during the wash and rinse phases so that water is actually hotter at the end of the cycle than at the beginning.

The three models in the line—a dishwasher-sink combination, a free-standing unit, and an under-counter model—were first exhibited at a recent special press showing in Chicago. All three units harmonize with



Free-standing version of new line is Model DW-24. It is front-opening and fits into any space 24 inches wide

(Continued on page 232)

Dorflo

floating action
door hangers

for
RECESSED DOORS

the *Modern way*

DORFLO is a new concept of door function and design... a simple, fool-proof, scissor-like mechanism, cantilevered from within the wall. DORFLO makes sliding doors literally float in and out of their pockets with just a gentle pressure of the finger-tips... so easy even a child can operate it.

- No complicated overhead tracks
- No noisy floor runners to clog and jam
- Simple installation
- Available in:
 - K-D wall sections
 - Packaged hardware
 - Ready Unit sections—completely assembled wall sections including all hardware, finished split jamb with built in steel rollers

Write for name of
Nearest distributor

EZ-WAY SALES, INC.
Dept. 5, Box 700 St. Paul Park, Minn.

TOOL HOUSE

TOOL HOUSE

Save lag time loss for 3 1/2 days. With
**READY HUNG DOOR units, 4 days work
is done in 1 1/2 days.**

**ASK FOR
Ready Hung
DOORS**

THE NEW
**DOOR AND FRAME
PACKAGED UNIT**

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

Air entraining concrete can fit
...like a glove!



Construction men know that proper air entrainment results in concrete that's more workable, more versatile, and more durable. But . . . like no glove will fit *every* hand perfectly . . . no standard air entraining cement will make concrete that fits *every job* perfectly.

The reason is simple. All brands of air entraining cement are made according to strict Federal and ASTM specifications—designed to produce concrete that's right for the "average" job. But when mixed with local materials, air entraining cement can fail to meet the specific requirements of the job—due to the effect of the aggregate, its gradation, and even the temperature, on the air entraining capacity of the mixture.

That's why it's wise, before you specify air entraining cement for your next job, to first make certain that it will combine with local materials and the job conditions to produce concrete that is best

for that job. But why gamble when the "prescription" method—using regular portland cement and adding the *required* amount of any well known air entraining agent at the mixer—always pays off in quality concrete. You'll find that this method goes hand-in-glove with perfect performance every time.

Just remember, use air entraining cement only when you're *sure* that it "fits" . . . and remember, too—you can't buy better portland or air entraining cement than Marquette.

★ ★ ★

If you have any problems or questions on the use and mixing of air-entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.



Marquette Cement

MANUFACTURING COMPANY

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • PLANTS: Oglesby, Ill.
Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

Big Deal!



Yessir!...Your Hardware Dealer Has It for You NOW...

SIMONDS SI-CLONE SAWS

That's right—Simonds quality at pop prices! First time you've seen a line like this...13 saw-types up to 12" diam. (including dado heads and carbide-tipped saws). Round or special-shape center holes. Best saws made at these prices (look below) for home workshops, schools, contractors, and light industrial work. See your hardware dealer now.

RIP • CUT-OFF • EASY-CUT and COMBINATION			
6"	\$1.75	9"	\$2.65
7"	2.00	10"	3.15
8"	2.15	12"	4.35

GUARANTEE
Made of
SIMONDS STEEL
fully guaranteed
against any defect
in material or
workmanship.

SIMONDS
SAW AND STEEL CO.

FITCHBURG, MASS.

Factory Branches in Boston, Chicago, San Francisco, and Portland, Ore. Canadian Factory in Montreal, Que.

(Continued from page 230)



Under-counter unit of the line, Model DW-24UC, loads easily from front and will fit under any maple or vinyl counter-top 24 inches wide

the base cabinets and sinks of the American Kitchens line.

Clarke said a national advertising program would be launched with emphasis on 24 key markets; and that during the campaign, display and sales material would be distributed to American Kitchens dealers.

Walter L. Greene Is New FHA Head

Walter L. Greene has been named by President Truman to succeed Franklin D. Richards as commissioner of the Federal Housing Administration.

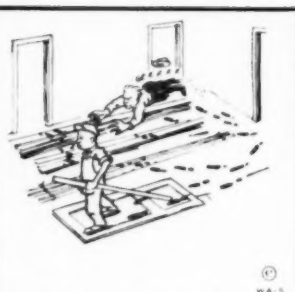
Greene, with FHA since its inception in 1934, has been deputy commissioner and chairman of the finance committee since 1947. He joined the agency as administrative officer in the Birmingham, Ala., in-



Walter L. Greene

suring office; came to Washington in May 1937 as an underwriting division officer, and in 1945 was named zone commissioner in charge of 11 western states, Alaska and Hawaii.

Prior to joining FHA, Greene held posts as a bank officer in Florida, executive secretary of the Miami Realty Board, and sales manager of a Birmingham, Ala., mortgage and real estate firm. He is a native of Owingsville, Ky.



Spoiled materials mean spoiled profit—Stop spoilage with READY HUNG DOORS.



**THE NEW
DOOR AND FRAME
PACKAGED UNIT**

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

*The Only Guaranteed—
Nationally Advertised*

RED CEDAR CLOSET LINING

BROWN'S

SUPERCEDAR

SEAL-PACKAGED
ALL WIDTHS 40"
TO PKG.



GUARANTEED 99% RED HEART—100% OIL CONTENT

Our national advertising is currently producing thousands of customer inquiries which are turned over to our dealers for follow-up. This interest in cedar closet lining represents a growing and active market. Brown's Super Cedar is a fast-moving, profitable item as produced by the largest and oldest experts in the business. Sold only through leading jobbers and millwork distributors.

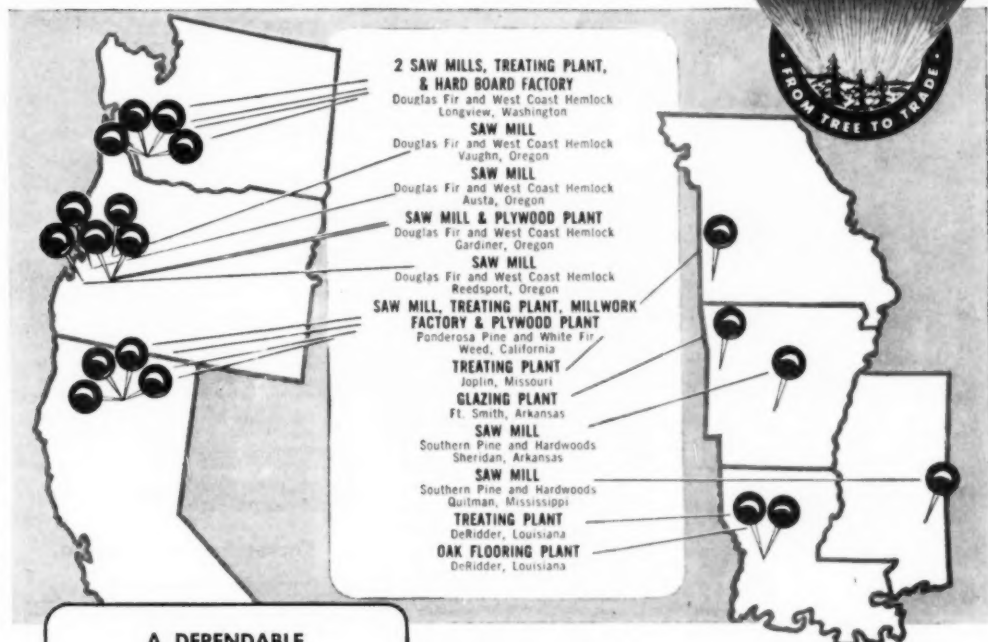
Write for Builders Folder and Consumer Booklet

**PRODUCT OF
GEO. C. BROWN & CO., Inc.**
GREENSBORO, N. C. Established 1896
**LARGEST MANUFACTURERS OF
AROMATIC RED CEDAR IN THE WORLD**

AMERICAN BUILDER

Here's Why You Can Look to

Long-Bell



**A DEPENDABLE
SOURCE OF
Quality Wood Products**
From Long-Bell Factories:

Douglas Fir—Quality Frames, Industrial
Cut Stock, Doors, Kitchen Cabinets, Un-
painted Furniture, Prefabricated Build-
ing Stock.
Ponderosa Pine—Quality Frames, Indus-
trial Cut Stock, Sash and Doors, Glazed
Sash, Box Shook . . . Varied Products.

**OAK FLOORING
PLYWOOD**

Douglas Fir and Ponderosa Pine
SOUTHERN PINE and HARDWOODS
PONDEROSA PINE and WHITE FIR
DOUGLAS FIR and HEMLOCK
CEDAR

TREATED PRODUCTS

. . . Woods treated with creosote and
standard salt preservatives, from Long-
Bell Wood Preserving Plants.

TIMBER FABRICATORS

These 19 Modern Plants

Provide a Proven Source of Supply for
Quality Lumber and Wood Products

Today, as for 77 years, a dependable supplier
is one of your most valuable assets. That's
why leading retailers, distributors and indus-
trial users of lumber and wood products "Look
to Long-Bell for quality lumber and wood
products".

Long-Bell's timber resources and 19 modern
plants provide you a single, reliable source for
the products you want through your nearby
Long-Bell representative. Call him today—or
write:

The Long-Bell Lumber Company

Established 1875 — Kansas City 6, Mo.

DIVISIONAL SALES OFFICES

Eastern Division, Kansas City, Mo.

Western Division, Longview, Wash.

GET THIS Valuable Book

100 Fireplace Ideas



help owners
decide on the
design and
materials of their
fireplaces



It describes the **Fyro-Place**—the extraordinary heat-circulating form that eliminates troublesome mortar joints and provides the time and material-saving "Ductmakers"

Send
Today!

Gentlemen:

Please send me your free book "100 Fireplace Ideas"

I am a Builder ☐ Architect ☐ Dealer ☐

Name.....

Address.....

City.....

PRICE FIREPLACE HEATER
& TANK CORPORATION
195 West Austin Street Buffalo 7, New York

Self-Furring Metal Lath Simplifies Plaster Application

Easier and less expensive techniques for fireproofing steel columns with lightweight metal lath and plaster have been reported as a result of a research and fire-testing program being sponsored jointly by the Metal Lath Manufacturers Association and the Perlite Institute. The program is being conducted at the Underwriters' Laboratories in Chicago.



First step in new method of column fireproofing is bending the sheet of self-furring metal lath. Lath is placed so "dimples" are against column flange, furring out about 1/4-inch to provide space for plaster to key

Since the advent of lightweight plaster aggregates—vermiculite and perlite—fireproofing of structural steel has been rapidly changing from ponderous concrete encasements to lighter, thinner, less expensive protective coverings of metal lath and plaster, according to Richard Davis, secretary-treasurer of the Perlite group.

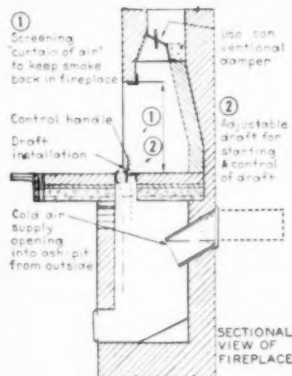
But, Davis said, the original tests which qualified this new construction for the important role of fireproofing steel columns included two features which have been proved difficult to



When diamond mesh metal lath is used instead of self-furring lath, column is wrapped at approximately 2-foot intervals with 3/4-inch cold-rolled channels, furring lath a distance of 7/16-inch

(Continued on page 236)

WONDERDRAFT



WONDERDRAFT stops fireplaces from smoking because of "too air-tight" modern houses. Starts fires quickly with practically no kindling.

You can control your fire to burn hotter or slower. Increases fireplace efficiency. Stops fireplace from pulling all the warm air out of your house. Doubles the pleasure of an open fire. (See diagram)

Send for free descriptive circular.

Carter Engineering Co.

Warrenton, Virginia



Reduce worrisome detail work—Use **READY HUNG DOORS**—You get all six items in a packaged unit from one supplier.



THE NEW
DOOR AND FRAME
PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

AMERICAN BUILDER

Builders! Cut costs, save time with this power-packed special!

CUTS 2-9/32" AT 45°

BITES 2-3/4" ON STRAIGHT CUTS

PERFORMS IN THE \$140 CLASS



8 1/4 in. Blade

**HEAVY DUTY—ALL BALL and ROLLER
BEARING—INDUSTRIAL QUALITY**

magic • pivot

MAXAW-800

only

\$89⁵⁰

with case \$99.50

With this power-loaded MAXAW 800, you can zip through 2-in. dimension, rough and oversize lumber at 45° with blade to spare—do rough framing in a fraction of the time it takes with an ordinary saw.

All of this jumbo-size, **magic • pivot** performance is compressed into only 14 lbs. of precision-built saw power with 100% all ball-and-roller bearing construction. Even the MAXAW 800 telescoping guard swings on all ball bearings, prevents jamming and snaps back quickly for greater safety.

The MAXAW 800 makes fast work of cutting heavy gauge and corrugated metals for roofing and partitions in factories, warehouses, granaries and similar business and industrial construction. When equipped with suitable blade, it slices through transite, concrete, asbestos, pipes, flues and liners.

See your hardware or building supply dealer. Ask for MAXAW.



MAXAW • 700

Compact, heavy duty—all ball and roller bearing—industrial quality. Weighs only 10 lbs., easily used with one hand. Makes every cut in all lumber up to 2 x 12's, both on the 45° bevel and the straight cut. **\$69.50**



MAXAW • 905

Extra heavy duty—all ball bearing—for heavy construction industry. Handles toughest building materials. Shock-proof worm and wheel gearing. Easily converts to handy ripping rig. Depth of cut blanks 8-in. saw field. **\$145**



MAXAW • 1000

The super-powered giant of the MAXAWs. Extra heavy duty—all ball bearings—for heavy construction industry. Depth of cut blanks 10-in. saw field. Shock-proof worm and wheel gearing. Pays for itself fast. **\$175**



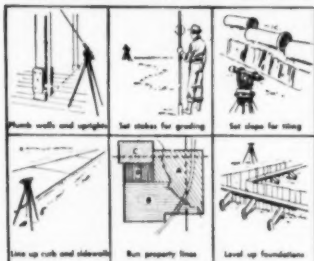
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White Universal Level-Transit...

most versatile instrument you can own!

Indispensible for these jobs—and many more



ENGINEERS agree: you can do more jobs better — at lower cost — with the White "Universal" Level-Transit. The improved Model 3000 has internal focusing, coated optics, a guarded vertical arc. Plus all the other quality features needed to give you lifetime durability and accuracy. The price: *only* \$185*, complete with tripod. See your dealer, or write DAVID WHITE COMPANY, 311 W. Court Street, Milwaukee 12, Wisconsin.



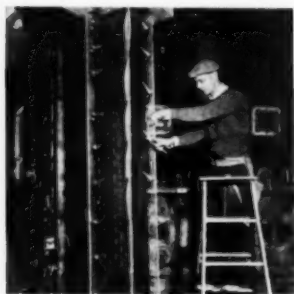
We offer the most expert REPAIR SERVICE on all makes, all types of instruments.

*Price subject to change without notice.

(Continued from page 234)

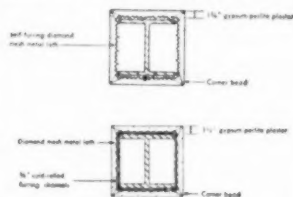
the lathing and plastering contractor: metal lath had to be furred 1 1/4-inch off the column; and for three- and four-hour fire ratings, this space between the lath and the flanges had to be filled solid with plaster, which was pushed through the openings in the lath.

"This new technique is feather-weight fire protection stripped to its basic elements," said Davis. "There are no channel studs, no backfill, no fancy furring gadgets. Self-furring metal lath is simply wrapped around the column, corner beads attached and gypsum-perlite plaster applied



"Tricks of the Trade" are employed by this lather to extend the reach of the corner bead for a four-hour rating. By cutting the flange diagonally and bending it, he forms "ears" which are tied to the metal lath around the column

1 1/4-inch thick for a four-hour fire rating—the maximum required by building codes—and only 1-inch thick for a two-hour fire rating. An intermediate thickness should achieve a three-hour rating. A three-hour fire protection for steel columns is the next scheduled construction to be tested in this research program."



Details of column fireproofing for four-hour fire resistance with self-furring method (top) and channel furring method

Newly tested procedures eliminate all need for costly furring, according to Davis. Self-furring lath is a standard product created by running diamond mesh metal lath through another manufacturing operation. It has evenly spaced indentations or "dimples" which hold the lath 1/4-inch away from the surface to pro-

(Continued on page 238)



Even the little woman can install a READY HUNG DOOR (if she can drive nails).



THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS



Handy for all your measuring, the new BIG CHIEF is especially designed for extended overhead and reach-in measurements. The extra rigid 3/4-inch wide blade extends farther horizontally, and a full 10 feet overhead without buckling. Easy-to-read white blade is graduated in feet and inches.

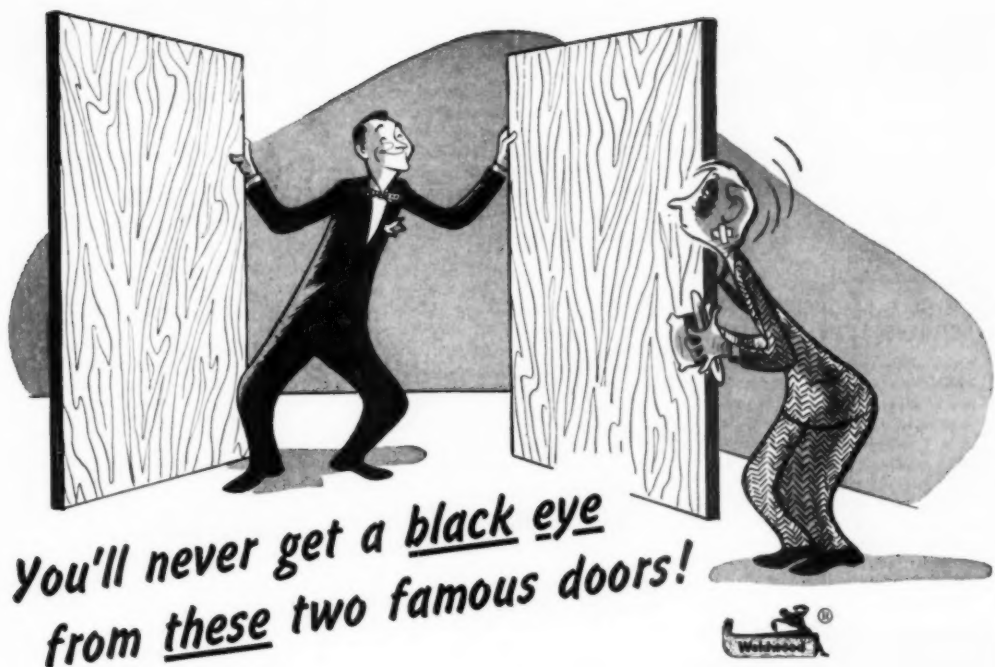
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AMERICAN BUILDER



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But this need never happen to *you*! Not as long as you can supply your customers with Weldwood and Mengel doors.

Yes, here are two famous doors that always *add* to your reputation. You can always safely recommend either one.

There is no difference *functionally* between Weldwood and Mengel doors.

The only difference is in their structure.

The Weldwood Staved Lumber Core Door gives you a quality product for either exterior or interior use—residential, commercial, institutional. It can be hung from either side and is especially adaptable to custom-made lights

and louvers. All bonding is done with 100% waterproof phenolic glue.

The Mengel Hollow Core Door uses a time-tested structural principle that has shown its worth on hundreds of thousands of flush doors. Especially recommended for residential use, it meets every demand for quality and beauty—at budget prices.

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Both represent top-flight quality at rock-bottom prices.

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United States Plywood Corporation carries the most complete line of flush doors on the market including the famous Weldwood Fire Doors, Weldwood Stave Doors, Weldwood Honeycomb Doors, Mengel Hollow-core Doors, Mengel and Algoma Lumber Core Doors, 1½" and 1¾" with a variety of both foreign and domestic face veneers.

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SWIFT BUSINESS MACHINES CORP.
Great Barrington, Mass.



\$99⁵⁰
plus tax

(Continued from page 236)

vile space for the plaster to key.

Since the fire tests show that there is no need for furring, obviously the second problem of filling the furred space of 1¼-inch between lath and column flange with plaster has also been eliminated, Davis said.

To provide data for contractors who may prefer to use diamond mesh metal lath, or for cases where it may be necessary to increase the finished size of the column, channel-furred construction was also tested.

Diamond mesh metal lath was placed over ¾-inch cold-rolled channels wrapped around the column horizontally at approximately 2-foot vertical spacings. The channel legs held the lath a distance of ⅝-inch from the face of the column to provide space for the plaster to flow around and embed the lath.

This construction with only 1½-inch of gypsum-perlite plaster (measured from the face of the lath) protected the steel column for more than four hours to prove that channel furring is the equivalent of self-furring as far as fire resistance is concerned. A standard mix of 100 pounds of gypsum to two cubic feet of perlite for scratch coats and 100 pounds to three cubic feet for brown coats was used in all the fire tests.



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Guard against bad weather that ruins materials on the job . . . that's the safe way to protect your profits, SISALKRAFT assures dependable protection because it's tough, waterproof, dust-tight . . . low in cost, and can be re-used many times. Many building uses, too . . . as you know! Wherever you build keep plenty of SISALKRAFT on the job. (Roll widths: 36" to 96"; Special "blankets" up to 26'6" wide).

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HEMLOCK

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West Coast Hemlock is entitled to a fair evaluation on every single merit of its own, for West Coast Hemlock is a different type of wood from other Hemlocks. It is one of our leading softwoods. There are abundant stands of Hemlock. It will long continue to be

one of our most available species. Hemlock is going to be with us for many generations.

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SEPTEMBER 1952

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Attic installation of a Superflex oil-fired suspended furnace in a Kew Gardens home

Furnaces in this 300-Home Project Are All in Attic

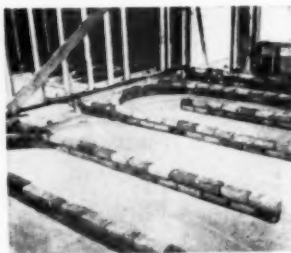
In Berea, Ohio, all 300 homes in a new subdivision will have furnaces located in the attic.

Taft and Blackman, developers of Kew Gardens, are currently installing oil-fired suspended furnaces as well as conventional gas furnaces in the attics of their homes, routing the heat through ducts down to channels between the main floor slabs.

The homes are in the \$25,000 to \$45,000 class. All are one-story, basementless, with three bedrooms, living room, bath and, in most cases, a combination kitchen-utility room.

Formerly, the firm's homes were

built with furnaces located in the kitchen-utility rooms. Heat was distributed in the same manner, through overhead ducts, down through partitions to passages in double-slab concrete floors.



Floor construction, showing the two thin concrete slabs, with air spaces between

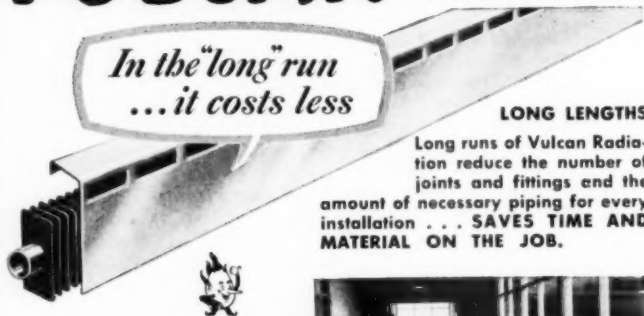
The floors consist of two slabs, each three inches thick, separated by a 5½-inch air space through which the warmed air travels. The top slab is supported on brick withes which also separate the air passages.

In construction, corrugated steel sheets are laid directly on the brick withes. The corrugated steel used to support the top slab during pouring remains in place in the finished reinforced concrete.

According to Corliss Blackman, re-
(Continued on page 242)

VULCAN FIN TUBE RADIATION

*In the "long" run
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RANCH STYLES**



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GARAGE DOOR**

● Horizontal panelling of this new Frantz door blends with the long, low ranch-type lines of today's popular homes. The Frantz No. 10 door fits standard 8' wide x 7' high opening, with choice of four glass or all solid-wood panels. It's easy to install, because the doors are factory pre-fitted, with all bolt holes bored. Adjustable power springs provide smooth, automatic operation, with door requiring but 2" headroom. Toxic treated against rot, and easy-running ball-bearing steel wheels, give the Frantz No. 10 door a long, service-free life.

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Send for your free copy of the new Frantz Overhead Door Catalog No. 301. Colorful, and completely illustrated, this book has a handy door selector which makes it easy to select the right Frantz door for your needs.



FRANTZ

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SEPTEMBER 1952

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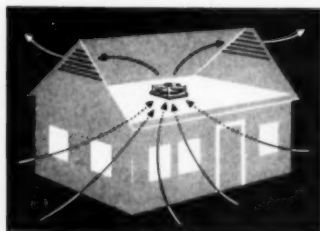


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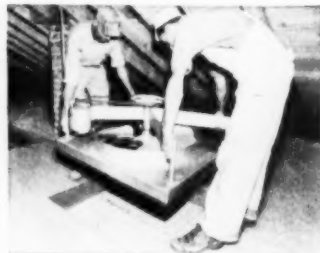
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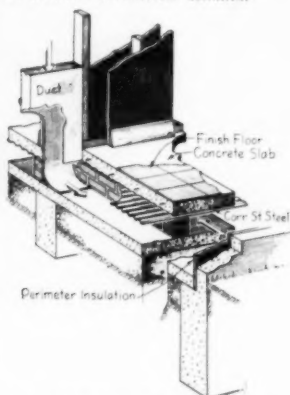
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381 S. Front St., Memphis 2, Tenn.

HUNTER

Package Attic Fans

SEE OUR FILE IN SWEET'S

(Continued from page 246)
sponsible with Lowell Blackman for the company's heating innovations, the thickness of the top slab is limited to three inches in order to permit relatively quick heating or cooling, as weather conditions demand.



Detail of floor section in Kew Gardens project

Thickness, depth and perimeter insulation of the foundation walls from the floor slabs are all designed to reduce lateral heat losses to the earth and outside air. Much heat absorbed by the ground under the floor may be returned to the floor ducts during

periods when the furnace is not operating. Since the two floor slabs are separated by an almost continuous air space, the possibility of moisture penetration from beneath is said to be almost non-existent.

Each room is controlled by a damper in the attic, which permits balancing of the system for even distribution of heat to all of the house.

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Ten high school seniors, selected from a group of 80 nominated by 46 steel fabricating companies, have been awarded \$1,000 scholarships in civil engineering by the American Institute of Steel Construction.

In announcing the winners, T. R. Mullen, chairman of the institute's committee for education, said that the industry's annual scholarship program is an expression of its recognition that business is operated for the general welfare of the nation and its people as well as for profit.

Recipients of the awards were from nine widely-separated states.

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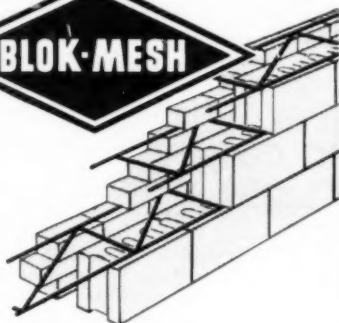
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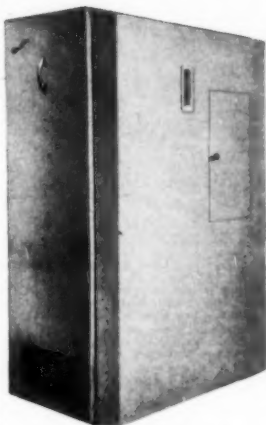
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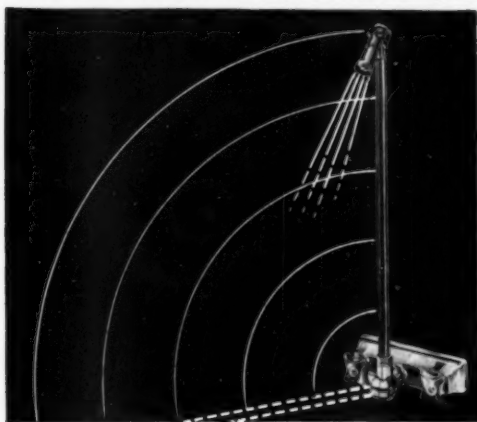
A black and white photograph of a single-story house with a gabled roof and a large garage door. The house has a small dormer window above the garage. The driveway is paved, and there is a lawn in front.

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ADJUSTO

SWING DOWN TUB-SHOWER FIXTURE



TURN THE HEAD
FOR TUB FILLER OR SHOWER

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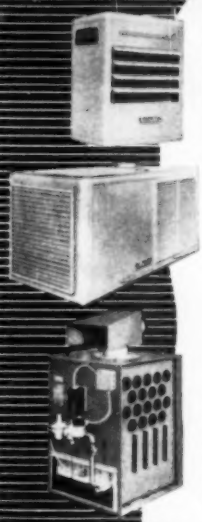
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SHOP!**

Atlas 6" JOINTER

**PERFECT FOR CABINET
WORK AND BUILT-IN UNITS**



New 3-point fence mount assures greater rigidity and accuracy!



Cutter head removes to sharpen blades without disturbing setting.

Take this Atlas 6" jointer right to the job (2 men carry it easily)—and you cut time costs on almost every surfacing operation. It handles planing, edging, truing, beveling, and rabbeting much faster and more accurately. It cuts costs on cabinet work, fine finishing of all kinds, planing doors, windows, as well as mass producing built-in units.

You'll like its size, speed, and smoothness. Table is 42" long with a precision ground surface! The solid ground two-way tilting fence is 32" long, 4 1/2" high. The heavy 2 3/4" diameter cutter head spins on large sealed-for-life ball bearings. Exclusive features include a time-saving width-of-rabbit scale, and simultaneous blade positioning.

The Atlas 6" jointer will make money for you. Send for the latest catalog.

ATLAS PRESS COMPANY

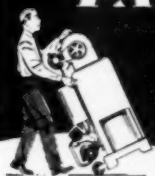
901 North Pitcher Street • Kalamazoo, Michigan



DEPENDABLE QUALITY TOOLS SINCE 1911

AMERICAN BUILDER

FAGEOL HEAT MACHINES give you heat instantly ...where you need it!



for portable, on-the-job heat

for permanent plant installations

**"HEAT MEN AT WORK—
NOT EMPTY SPACES"**



**MODEL
VO-168**

168,000 B.t.u. per hour. For permanent installations or use as a portable unit. Vent optional. (Delivers 130,000 B.t.u. per hour vented.)



**MODEL
PW-189**

189,000 B.t.u. per hour. Highly portable. Attached fuel tank. Requires no flue or vent. Easily converted to fresh air circulator in summer.



At the snap of a switch, Fageol Heat Machines give you fast, efficient heat—in the work zone where it's needed, not in overhead waste spaces.

On construction jobs, outdoor loading docks, for permanent plant installations . . . drying, treating and curing materials . . . everywhere heat is needed . . . Fageol Heat Machines keep

men warm at work, increase worker efficiency, save man-hours.

They operate on No. 1 or No. 2 fuel oil, kerosene or diesel oil, utilizing the exclusive Fageol patented counterflow principle of spraying heat out in all directions at the floor level. This assures economical heat distribution throughout the 6-foot-high working zone . . . avoids heating overhead waste space.

Write today for complete details—ask for Bulletin L-5391.

A-602

HEAT THE



WORK ZONE

FAGEOL HEAT MACHINE CO.

5725 Mt. Elliott Ave. • Detroit 11, Mich.



"Count us

SAY BUILDERS ALL OVER AMERICA...

when they hear about the new G-E "YOUNG AMERICA"



A FEW SHORT WEEKS AGO G. E. sent out a general letter to its Major Appliance distributors.

Briefly, this is what it said . . .

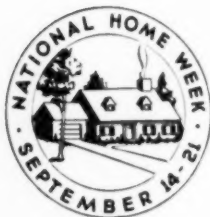
The Home Bureau of General Electric has had plans drawn up for an unusual, *moderately priced* house. These plans are available to such builders as you may select, and who wish to invest in building this model home.

It's a house that we are confident will not only excite the interest of the public, but one that will permit the builder a quick return on his investment.

This model home, called the *Young America Home*, incorporates the latest in modern planning, with a complete General Electric Kitchen-Laundry.

KNOW WHAT HAPPENED?

Builders contacted by G-E distributors were enthusiastic. They were quick to recognize the unusual design



As of August 1, 48 reputable builders all over America had committed themselves to build at least one G-E *Young America Home* as a model for their developments—and more are signing up each week.

These builders know that these projects will not only stimulate wide interest in their communities, but will also add to their prestige as the leading, most progressive builders in their areas.

Some of these *Young America Homes* will be completed in time for showing during National Home Week.

Here are the builders to date . . .

Amarillo, Tex.—Ricks-McGuire Co.
Atlanta, Ga.—D. L. Stokes & Co.
Augusta, Ga.—Bowen Bros.
Baton Rouge, La.—Hall & Cox
Birmingham, Ala.—B. D. Development Co.
Birmingham, Ala.—Carl Culverhouse
Brainerd, Minn.—Paul Bunyan Bldg. Supply Co.
Bridgeport, Conn.—J. M. Snyder & Sons
Chicago, Ill.—Lincolnwood Development
Cincinnati, Ohio—Modern Builders, Inc.
Columbus, Ohio—Max Stewart

Young America Home plans are featured as "AMERICAN BUILDER BLUEPRINT HOUSE OF

AMERICAN BUILDER

in!"



Kitchen and dining area—General Electric "Young America Home"

HOUSE plans and promotions!

features—the attractive layout of kitchen-laundry-dining areas, the quality of G-E matched appliances—all of which would make the house sell quickly. In effect these builders said "We want to build a *Young America Home* in our community. Count us in!"

All this happened *before* the ink was dry on the fine builders' promotion and publicity kit we were printing!

Maybe there's still an opportunity for *you* to sponsor a G-E *Young America Home* in your community.

If you're interested, get in touch with your local G-E distributor, or the Home Bureau, General Electric Company, Louisville 2, Kentucky.



Laundry and frozen-food storage area
—General Electric "Young America Home"

GENERAL ELECTRIC

Denver, Colo.—T. W. Anderson & Co.
Des Moines, Ia.—John A. Reppert Co.
Evansville, Ind.—May Homes & Supply Co.

Glenview, Ill.—Davis Realty Co.
Greensboro, N. C.—P. O. Barber
Houston, Tex.—H & D Construction Co.
Indianapolis, Ind.—Keith Nelson Co.
Indianapolis, Ind.—

Dawson Construction Co.
Jacksonville, Ill.—Carroll Rexloot
Kalamazoo, Mich.—Harry A. Hurni
Kansas City, Mo.—A-L Huber & Son
Louisville, Ky.—Wm. Sunderhauf

Lubbock, Tex.—Geo. W. Gray
Madison, Wis.—Ivan Gregory
Magnolia, Ark.—Magnolia Builders
Minneapolis, Minn.—Ezra Osterhus
Mobile, Ala.—Gulf Development Co.
Needham, Mass.—Arthur Oman & Son
New Haven, Conn.—L. L. Darley
New Orleans, La.—Lionel F. Favret
Pittsfield, Mass.—Vacchina & Mazza
Plainview, Tex.—Harrison & Smelser
Portland, Ore.—Kenneth Birkemeier
Rhinebeck, N. Y.—M. W. Linville
St. Paul, Minn.—Donnay-Reitz Const. Co.

San Antonio, Tex.—City Lumber Co.
Shreveport, La.—E. A. Thorpe & Co.
Snyder, N. Y.—Genrich Builders, Inc.
Springfield, Mass.—Louis DePalma
Springfield, Mo.—Dell Holmes
Terre Haute, Ind.—Newlin Johnson Co.
Toledo, Ohio—Roger Dunbar
Verona, N. J.—Fairview Const. Co.
Wichita, Kans.—Bodine Const. Co.
Williamsport, Pa.—Incorporated Real Estate Investors
Winder, Ga.—Broder Williams
Wyandotte, Mich.—S. S. Broughton

THE MONTH in this issue!

SEPTEMBER 1952

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When planning "built-in" comfort features for your new homes, don't neglect the electric wiring. With "Plug-In" Strip you can give your homes the ultimate in free-and-easy electrical living . . . luxurious convenience for mere pennies more than ordinary wiring. In addition, you can save on roughing-in wiring, fixtures and even baseboards by installing "Plug-In" Strip.

"Plug-In" Strip provides a spread of electric outlets every 18" all around the room . . . complete freedom for furniture arrangement . . . plenty of outlets for appliances, lamps, radio, TV. And kitchen work centers are much more handy with outlets every 6", also available.



Neat . . . Permanent . . . Architecturally Correct

"Plug-In" Strip is a complete, ready-to-use wiring system that makes any home more livable, more salable! Type CF-2 for constant service; Type CF-2-G for grounding equipment; Type CF-3 for either constant service or wall-switch control. Listed by Underwriters' Laboratories, Inc.

WRITE FOR DETAILS

National Electric Products Corp.
1329 Chamber of Commerce Bldg., Pittsburgh 19, Pa.

Please send complete details on "Plug-In" Strip.

Name Title
Company
Address

EVERYTHING IN WIRING POINTS TO
National Electric Products
PITTSBURGH, PA.

3 Plants • 7 Warehouses • 42 Sales Offices



**"A
FAST-MOVING
MONEY-MAKER!"**



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**The Modern Root-Proof Pipe for
Outdoor, Underground, Non-Pressure Use**

"Moves Better!" Bermico doesn't gather dust in slow-moving inventory. It turns over fast—returns you a profit quickly. Easy to stock and stack. Strong, cellulose fibre structure, pitch-impregnated, absorbs jars and jolts without damage.

"Lays Better!" Bermico is simple and easy to install. Convenient 8-foot lengths and a complete line of bends and couplings make it a sweetheart to handle. No cement, leading or joining compound needed. A few hammer taps seal joints tight.

"Serves Better!" Bermico seals out roots—puts an end to drainage problems—gives users a lifetime of dependable, trouble-free service. Non-corroding, resistant to acids, alkalies, sewage. Ideal for house-to-sewer connections, septic tank disposal, downspouting, farm drains.

Write Dept. HB-9 at our Boston office for information.

BROWN



**COMPANY, Berlin, New Hampshire
CORPORATION, La Tuque, Quebec**

**General Sales Offices: 150 Causeway Street, Boston 14, Mass.
Dominion Square Building, Montreal, Quebec**

**BOLKA & CELLULOSE PULPS • SOFT-PAPEL • NIBBIC PAPERES • NIBBIC TOWELS • NIBBIC
KOTITOWES • BERMICO SEWER PIPE, CONDUIT & COUPLER • DRAIN ENDOLES • CHEMICALS**

AMERICAN BUILDER



...for a great idea to sell new homes!

You know it yourself... you've seen it happen—the houses that draw today's biggest crowds are those which offer something new, something different, something better than average.

Take Dunham Baseboard Heating for example. Here's a sales stimulating extra you can really merchandise... for more buyer appeal, for more sales profits... because it gives your homes the mark of custom quality *at low cost*.

Nationally advertised in *House Beautiful* and *House & Garden*, Dunham Baseboard is distinctively different. Modern, smooth-surfaced enclosure has inconspicuous air openings, fits flush with floor—no "cleaning under" problem. Complete line of accessories give installation neat, finished appearance.



See your local heating contractor for full information, or write today for your free copy of Bulletin No. 639-D-25, C. A. Dunham Co., 400 W. Madison Street, Chicago 6, Illinois.



BASEBOARD HEATING

SALES ENGINEERS AND JOBBERS FROM COAST TO COAST

SEPTEMBER 1952

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Here's a **QUALITY FEATURE** that costs **Nothing Extra...**



Floors of...

WRIGHT RUBBER TILE

Many builders have found that Wright Rubber Tile actually costs less—when used in both kitchen and bath—than the floors they have been using.

More important, they have found that buyers quickly recognize floors of Wright Rubber Tile as a "quality feature" that makes any house more desirable.

The result is more profit and quicker sales. Why continue to install floors that your prospects are "fed up" with? Get on the bandwagon—use Wright Rubber Tile in the next houses you build! See for yourself how much quicker they sell. We are not kidding—try it!

WRIGHT MANUFACTURING CO.
5203 Post Oak Road Houston 5, Texas



RIGHT RUBBER TILE

FLOORS OF DISTINCTION

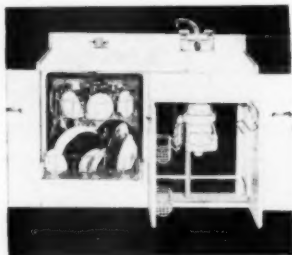
- WRIGHTEX—Soft Rubber Tile
- WRIGHTFLOR—Hard Surface Rubber Tile
- WRIGHT-ON-TOP Compression Cove Base

2500

Dishwashers Feature Revolving Upper Rack

A new entrant into the automatic dishwasher field is Avco Manufacturing Company's Crosley Division which recently introduced three models with several features designed to increase efficiency and ease of operation.

The new front-loading unit has individually supported top and bottom racks which pull out separately on nylon bearings to facilitate loading. Impeller-driven hot water revolves the top rack 16 times per minute "to take the dishes where the sprays will surely hit them," according to F. F. Duggan, Crosley general sales manager for appliances. Rustproof steel racks have a protective vinyl covering.



New Crosley 48-inch automatic dishwasher-sink combination has sink to right of washer, a position the company believes is more convenient for right-handed persons who would normally use the right hand to scrape food particles off plates and the left hand to place them in the washer.

About seven gallons of water are used for the complete 34-minute cycle. It starts with a 30-second rinse to flush off food, follows with a 10½-minute wash period during which water is kept heated at 145-150 degrees, moves into three rinses to wash off any food which may have become redeposited on plates, and winds up with a 16-minute drying period, with fresh air heated to about 175 degrees contributing to the bacteria-killing action. Water is removed by a gravity drain after the wash period and two of the rinses.

The cycle can be interrupted at any time, it is said, without losing any of the water, by merely opening the door.

Capacity is listed as sufficient to hold a complete service for six people and, if room, pots and pans can be added without danger to dishes.

The three models include a combination sink and washer, free-standing unit and the type without a finished top for installation with other kitchen equipment under a common worktop.

AMERICAN BUILDER

which builder is right?



Builder A says: I use Curtis Silentite double-hung windows because:

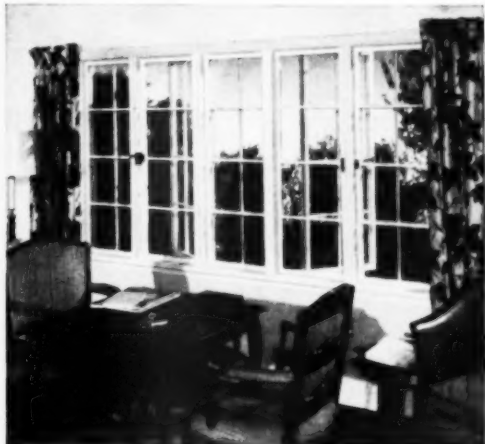


- with their patented "floating" weather-strips and their double "Z" type spring leaf weather-strip protection, they are the most weathertight windows made today
- easy operation that stays easy—no pulleys or weights—famous Silentite spring suspension
- they save time on installation—windows are accurately pre-fitted to the frame at the factory—no fitting required on the job.
- frames carton-packed to assure clean, unmarked stock—frame jamb liners permit easy adaptation to any wall construction and all wall thicknesses
- pre-fit screens and storm sash are available for Silentite to cut installation labor still more
- modern appearance sells houses.

Builder B says: I use Curtis Silentite casements because:



- they are so weathertight that they cut home heating costs as much as 16%
- easy, positive operation—no sticking, binding, or rattling—special sash adjuster holds window firmly in place when open or closed
- concealed hardware of simple design—no hardware on outside face of frame or sash when closed—minimum of hardware exposed to weather—no inside projecting hardware
- insulating glass and screen are available for year-round owner satisfaction
- easily washed from the inside, a big point with housewives
- wood casements have always been my choice, and home owners are demanding them more and more.



Both builders are right. Whether you choose Silentite double-hung windows or Silentite casements, you get exclusive advantages that mean increased profits. Send the coupon for the whole story.



Curtis Companies Service Bureau
AB-9 Curtis Building
Clinton, Iowa

Gentlemen:

- I want to know more about Curtis Silentite Windows. Please send me your free window booklet. I am () architect, () contractor, () prospective home builder, () student. (Please check above.)

Name.....

Address.....

City.....State.....

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31 Years of Experience

produce a lot of *Firsts*



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First

to create a sectional, upward-acting garage door—The "OVERHEAD DOOR"—1921.

First

to use a patented torsion—type spring counterbalance—as early as 1929.

First

to develop inclined tracks and hinges of graduated height for weathertight closure—the MIRACLE WEDGE®—1921.

First

to design and produce a door with wide horizontal panels to blend with modern architecture—1951.

First

to produce hardware and tracks resistant to rust and corrosion—SALT SPRAY STEEL®—1936.

First

to design a five-section residential door for smoother, easier operation—1951.

*TRADE MARK

THE

OVERHEAD DOOR
TRADE MARK

YOU CAN BE SURE IF IT BEARS THIS TRADE MARK

ANOTHER TED KAUTZKY ORIGINAL
Hundreds of architects and college instructors save every drawing made by this master of pencil and watercolor rendering for The "OVERHEAD DOOR" advertising. Write us if you would like an 11" x 17" print of this illustration for framing.

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Hartford City, Indiana

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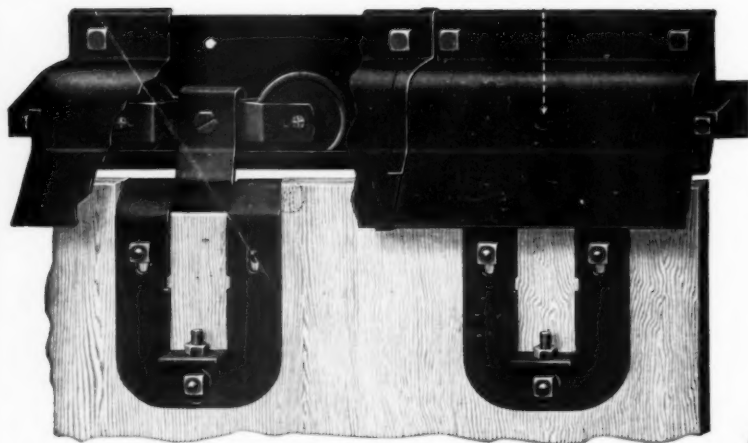


No. 77 Flexible Storm-Proof Door Hanger

Two wheels in tandem with hardened, anti-friction roller bearings carry each hanger. Flexible hinge-joint allows door to swing out, should anything bump against it. Carrying capacity 350 pounds. Japan or Hot Galvanized Finish. Packed one pair in a box, with bolts for attaching the hangers to door; also lag-screws and end-stops for the rail. Note rail and storm-proof cover arrangement.

NO WEATHER TOO TOUGH for National Storm-Proof Door Hangers and Rail. Thousands of Hangers and millions of feet of National Storm-Proof Rail have been installed. That's why you find this hardware in use in all sections of U. S. and Canada, serving faithfully in all kinds of weather. We recommend that you inspect a sample at your National Dealer's—you will readily see its many mechanical and service advantages.

**FOR PROTECTION UNDER
ALL STORM CONDITIONS
INSTALL NATIONAL STORM-PROOF DOOR
HANGERS AND RAIL**



No. 88 Adjustable Storm-Proof Door Hanger

This Hanger can be simply and easily adjusted both laterally and vertically. Door is carried closer to the rail than with any other adjustable hanger we know of. Carrying capacity 350 pounds. Japan or Hot Galvanized finish. Packed one pair in a box with bolts for attaching Hanger to door; also lag screws and end-caps for the rail.

SEE YOUR NATIONAL DEALER

National
MANUFACTURING COMPANY
STERLING ILLINOIS

A NATIONAL HANGER FOR EVERY TYPE OF DOOR